



Business and Professional Women / NYS

NIKE

VOL. 58 • Issue 3 • February/March 2009

BPW/NYS

Our Mission

To achieve equity for all women in the workplace through advocacy, education and information.

Our Vision

To be the leading advocate for workingwomen.



NIKE

The official publication of the Business and Professional Women's Clubs of New York State, Inc.

Dated Material — Deliver Promptly



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- Thinking Outside the Box.....page 9**
- Avoid Being Crushed in the Credit Crunch...page 10**

President's Letter



Opportunities to connect with BPW members

From Neale Steiniger

Did you read Dr. Nancy O'Reilly's article in the last issue of *NIKE* on the benefits of being a mentor? It started me thinking of the people who have come into my life and mentored me through some experiences. Early in my career

with Merrill Lynch as a sales assistant, my boss's client invited me to lunch. The client was a portfolio manager for a large pension fund and she knew that the assistants did most of the work and wanted to recognize that. During those lunches she taught me what I needed to know to survive in the financial world. From her, I learned to share my knowledge and help others when given the opportunity. Later, when interviewing for a new position, the head of the trading desk told me a woman would never survive on a trading desk – a challenge I could not resist. I guess mentors come in all types. From him, I learned to never give up on something you really want. In the end, he made it possible for me to be part of a dynamic trading team.

Has someone come into your life, just when you really need them? When my Mother became ill and major decisions had

to be made, I was doing consulting work for someone who had faced a similar situation (unfortunately, most of us have or will). After that consulting job was done, I never saw her again, but during that time she guided me through some very difficult decisions. In addition to the invaluable advice she gave me, I learned to appreciate those who come into my life – for as long (or short) a time as they are there.

We have all been helped and guided by someone during our life – BPW members are at the top of that list. The monthly meetings, special events, district meetings, as well as state board and conference meetings, are all opportunities to connect with BPW members and pick their brains or be available for picking. I urge you to find that member who could use your encouragement, your expertise, and your knowledge. Perhaps years from now she will be writing about you! Register now for the BPW/NYS 90th Annual Conference. The registration forms, schedule, and the Call to

Conference are in this issue. Take advantage of this great opportunity to connect (and learn from and share) with our BPW sisters.



We are BPW

Sticking our Necks Out Professionally, Personally, Politically

Call to Annual Conference & Board Meeting

From Neale Steiniger

CALL TO 90th ANNUAL CONFERENCE and BOARD MEETING

DATE: June 5 - 7, 2009

LOCATION: DoubleTree Tarrytown Hotel
455 South Broadway, Tarrytown, NY 10591

HOST DISTRICT: IX

To: Executive Committee, Members of the Board of Directors, and all Members of the Business and Professional Women's Clubs of New York State, Inc.

NOTICE is hereby given that the 90th Annual State Conference of the Business and Professional Women's Clubs of New York State, Inc. will be held on Friday, June 5, 2009, through Sunday, June 7, 2009, at the DoubleTree Tarrytown Hotel in Tarrytown, New York. Kathleen Rezza and Dr. Petronella (Pat) Feaster are serving as Chair and Vice-Chair with members of District IX as hosts.

The Conference will be preceded by the Board of Directors meeting on June 5th, 2009 at 6:00 p.m. The 90th Annual Conference will officially begin on Friday at 7:00 p.m. with the first business session during which the ratification of the District elections, nominations for State Officers and the Candidate Speeches and Forum will take place. At 8:30 p.m. the Presidents' March will begin an exciting Awards Dessert Reception. We invite all members to come and share in congratulating all those who stuck their necks out during 2008-2009. Friday night's dinner is on your own, but save room for dessert.

The Keynote Speaker for the Conference is Carolyn B. Maloney, U.S. Representative 14th District, co-sponsor of the Women's Equality Act and author of [Rumors of our Progress have been Greatly Exaggerated](#). The Career Recognition, Individual Development and Young Careerist Speak-offs will kick-off the Saturday events. Saturday will end with the

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Calendar of Events

2009

March

Women's History Month

- 15 Deadline: May 2009 issue of *NIKE*
- 26 Deadline: *Communicator*
- 31 BPW/USA Policy & Action Conference, Washington D.C.

April

Pay Equity Month

- 21 BPW/NYS Lobby Day, Albany, NY
- 26 Deadline: *Communicator*
- 28 Equal Pay Day

May

Military Appreciation Month

- 1 Deadline: BPW/NYS awards submissions
- 1 Deadline: Registration & Hotel Reservations for BPW/NYS 90th Annual Conference
- 26 Deadline: *Communicator*

June

- 5-7 BPW/NYS 90th Annual Conference, Doubletree Hotel, Tarrytown, NY

Copy these dates into your BPW calendar!

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NIKE Submissions

All contributed articles must be original work; all previously published works must be accompanied by the publisher's authorization to reprint. *NIKE* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

The articles contained in *NIKE* express the views of the individual authors and do not necessarily represent the views of BPW/USA or Business and Professional Women's Clubs of New York State, Inc. (BPW/NYS). *NIKE* is distributed for information purposes only, with the understanding that neither BPW/USA, BPW/NYS, nor the individual authors are offering legal, tax or financial advice.

NIKE is a quarterly informational magazine for BPW/NYS members and other professional women. Published 4 times per year (September, December, February/March and May). Circulation: approximately 1200. Payment must accompany all advertisement requests. *NIKE* reserves the right to refuse to publish any advertisement.

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From the Editor

Advocating for Workingwomen



There may never be a more exciting time than today to make progress in elevating the status of women. We may not have a female president, but opportunities abound for women to be in leadership positions that reframe and shape policies affecting issues of importance to women and families. A substantial number of national women's organizations are urging the creation of a Cabinet-level office to assess and coordinate the many programs and policies that impact women. According to a West Coast based coalition called Women Count, "the role that women play in our economic structure has never been clearer. Women are the backbone of the nation's workforce and control 70 percent of its buying power."

With that in mind, the BPW mission of advocating for working women is now more important than ever. More women are entering and staying in the workplace. Women need skills, networking and support to maintain and advance their economic status. Women need BPW and BPW needs to be front and center in supplying the resources that working women need.

This month *NIKE* celebrates women's history. Metro Utica BPW Member Connie Castellano provides us with a glimpse at the historical evolvement of women's self image, Owego BPW member Pat Yoder Clark looks back on her trip to Seneca Falls with thoughts on Elizabeth Cady Stanton and JoAnne Krolak's Empire Builders series focuses on Louise Bethune, the first female architect.

Kate Beck from the Consumer Credit Counseling Bureau, and a member of Buffalo-Amherst BPW, gives us timely financial advice. Perhaps you, or someone you know, can use this month's Professional Development tips on improving your negotiating skills and thinking outside of the box.

Get ready for Lobby Day, Equal Pay Day and State Conference 2009! We hope you and your local BPW continue to partner with *NIKE* to bring news and information to our membership across the state. Together, we Build Women Power, Personally, Politically and Professionally!

Linda Przepasniak, Editor

Next NIKE Deadline is March 15, 2009

All material for the May 2009 issue of *NIKE* must reach the editor by March 15, 2009.

Anything you e-mail to Linda Przepasniak should use *NIKE* in your "subject line." If you send published material, it must also have a letter from the publisher giving permission to republish and credit line they want included with the article. Articles for *NIKE* are usually 100 words (for Local news) to 1,000 to 1,500 for features. If you rewrite the article using quotes, designate where the reader can get the full copy.



Feature: Professional Development

The Art of Negotiating for Success

By Gloria Ciolli

Negotiation is an art form. It is an assemblage of emotions, expectations, positions, attitudes and compromises. The opportunity for negotiations exists everyday, in all walks of life and especially in business. As a BPW member, psychologist and business owner, I have encountered demanding bosses, irritable colleagues, emotional subordinates, bullies, complainers and angry patients. These experiences have made me frustrated, drained, miserable and compromised. If this portrays some of your life experiences, BPW offers a win-win opportunity to hone your negotiation and coping skills through its Individual Development Program.

Whenever people live, play, or work together, there is potential for conflict and that is human nature! Conflicts within families are legendary, especially between spouses, siblings and parents with teenagers. Additionally, conflict can develop between friends and in the workplace.

Negotiating is an important personal relations skill set that enables you to get what you want without being hostile or aggressive to those around you. Whether you are dealing with your spouse, close friends, relatives, neighbors, co-workers or supervisors, you have to be able to put everyone's point of view in a clear perspective, which will enable you to develop a solution that works for both parties.

Negotiation outcomes between two parties can have the following scenarios:

WIN/LOSE – where one party wins and one party loses

LOSE/LOSE – where there is no deal or a bad deal between parties

WIN/WIN – where a good deal is the optimum result

The result of a win-win negotiation is to arrive at a solution that is acceptable to both parties and leave both parties feeling that they have won. Remember that the goal is a fair agreement, not one of revenge nor teaching someone a lesson. Negotiation is about working together, not competing against each other. Therefore, if you want the other party to understand your needs and make a few compromises in your favor, you will have to do the same for them. Listen to the other party's needs and concerns, but be firm if you feel that you are not being treated fairly. Do not give in to guilt or feelings of inferiority. A domineering or stubborn person may even be surprised by your refusal to capitulate and eventually

find no other alternative than to give in on the issue.

The *Art of Negotiating for Success* not only has the power to turn your opponent into an ally but also you will be empowered.

Dealing with difficult people can seem like the last thing you would ever want to do in your life yet, it does not have to be that way. The following suggestions might help the next time you need to resolve a dispute.



Negotiating Do's . . .

- Do listen attentively
- Demonstrate respect for the other person's point of view
- Do make your point of view without whining or blaming
- Do compromise wherever you can

. . . And Don'ts

- Don't bring up past hurts
- Don't be rude, interruptive or patronizing
- Don't back the other person into a corner
- Don't expect to get everything you want

Master the art of negotiation and you will be assured success in many situations.

Negotiation is one of the modules offered in the BPW Individual Development Program. For more information about taking the course, please contact Gloria Ciolli at 516-484-0303 or e-mail: Ninthphase@aol.com.

Gloria Ciolli is a member of North Shore/BPW, a past District X Director and is certified by BPW/USA as a trainer for the Individual Development Program. Gloria is a psychotherapist in private practice and is the owner and co-founder of the New York Collaborative Action Group, LLC, an alliance of professionals who believe that the collaborative/mediation process is a viable option for use in resolving family and business disputes without litigation.

Feature: Women's History Month



An Ordinary Town, An Ordinary Woman

...Thoughts on Seneca Falls and Elizabeth Cady Stanton

By Patricia Yoder Clark

Owego BPW President Kathleen Pernice and I traveled to a two-day event this past summer in Seneca Falls and the State Fair. After our arrival, while I was strolling the grounds, Kathleen discovered we were about to miss the last tour of the Elizabeth Cady Stanton house.

We were on our way to the Elizabeth Cady Stanton house; actually, we drove past the road as it was so poorly marked. Elizabeth Cady Stanton is so famous! I did not know what I was expecting, but certainly, there should have been something more eye-catching than the little sign which marked the street of the Stanton homestead.

Finally realizing we were headed in the wrong direction, we turned back. When we found the house it looked totally inauspicious. It was so much the sight of a normal country dwelling that it drove home to me something I have always believed and teach in my workshops and speaking about women from history, yet can easily lose sight of. I believe there are no famous people. There are only people who have found their calling and their passion and, against all the odds, did what they were passionate about and believed deeply to be true and right. So it was I saw clearly with Elizabeth Cady Stanton and her house what I believe to be true. She is extremely famous today, but in her day, she was an ordinary housewife, in an ordinary town with an ordinary family, in a very ordinary house. Yet, her mind was overflowing with extraordinary and controversial ideas, passions and gifts.

This home brought the clarity of my own teaching to a visual representation of what I believe. Here was this house and inside this house some of the most compelling speeches, books and papers of the women's rights movement were written. I was standing there and could hardly take it all in. It was not big, spacious or grand. It was a normal farm house, not far from the Seneca River. When I stood in the dining room, all I could think was that Susan B. Anthony visited here and these two women sat in this very dining room surrounded by Elizabeth's gregarious children. They talked and debated I am sure, for they didn't always see issues as having the same level of importance to the overall mission. Yet, they had a common focus about what was wrong and what needed to be righted. Of the two women, Horace Greeley, the editor of the New York Tribune, wrote that they were "The most maneuvering politicians in the State of New York." (Greely, H. 1870).

Elizabeth said "Night after night, by an old-fashioned fireplace, we plotted and planned the coming agitation, how,

when, and where each entering wedge could be driven, by which women might be recognized and their rights secured." (Stanton, E. C., *Eighty Years and More*, 1898). Elizabeth wrote about how it was wrong and why, and what needed to change, without emotion and with such clarity. Susan, being single and without children, was free to travel and take the writings from Elizabeth's pen and deliver them to gatherings all over the country.

When the tour guide took us upstairs to the very small master bedroom, she said something like "if you look out this front window you can see that in her day Elizabeth would have had a clear view of the factories in town near the waterfront. She knew that as those women took their pay checks home, their husbands would take their money and probably spend it all drinking. The woman had no recourse because her earnings were not considered hers. You can imagine then, that Elizabeth would be inspired to see these matters changed."

I can tell you that as I stood in the rooms she lived in, and looked at the few journals, letters and writings that were on display under glass, and pieces of her china set displayed in the dining room, I wanted to know this woman. I wanted to sit with her by the fire and have a cup of tea. I wanted to help her write the Declaration of Sentiments. I wanted to fight alongside her.

As compelling as this was, what seemed to be more incredible to me was to touch the bricks that still stand, supported and protected from the weather by new walls that surround what are left of the original walls to the Wesleyan Methodist Chapel. This church was the only church that welcomed anti-slavery and other reformer meetings. These meetings included the First Women's Rights Convention in July of 1848. Three hundred women and men gathered in this church and signed the Declaration of Sentiments, which was a list of grievances women had and the solutions needed to place women in an equal position with men. That document declared "The history of mankind is a history of repeated injuries and usurpations on the part of man toward woman, having in direct object the establishment of absolute tyranny over her. We hold these truths to be self-evident, that all men and women are created equal..." (Declaration of Sentiments, 1848).

I wanted those bricks to talk to me, to tell me their stories of all the reform meetings that were held within their walls, not just the women's rights meetings. I wanted the bricks to repeat for me the speeches that were spoken from the front of that

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Women Who Helped Build the Empire State

Louise Blanchard Bethune

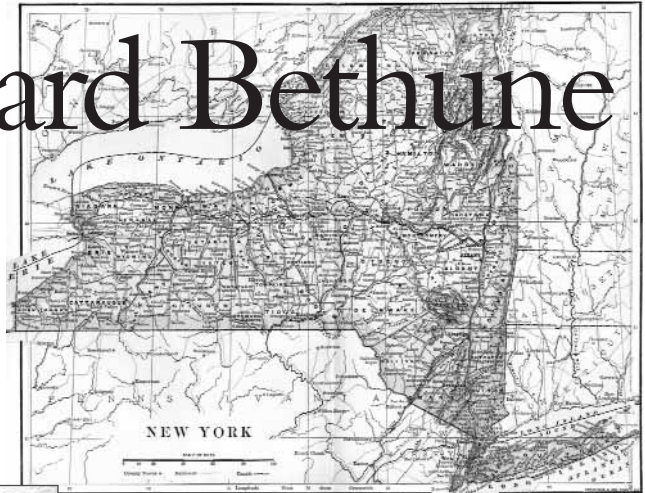
By JoAnne Krolak, Vice Chair, Women's History Month

Louise Blanchard Bethune was born in Waterloo, New York, in 1856. Both of her parents were teachers, and Louise was educated at home. When Louise was 10, the family moved to Buffalo, and it was in Buffalo that Louise first displayed an interest in architecture. In 1874, she graduated from high school in Buffalo and set her sights on attending the architectural school at Cornell University. For two years, she traveled, studied and taught school.

At the age of 20, Louise took a job as a draftsman at the Buffalo firm of Waite and Caulkings. Studying drafting was a traditional way at the time for a person to enter the profession of architecture. Besides days spent at the drafting board, Louise visited construction sites and studied in the firm's library. She was promoted to Richard Waite's assistant, where she learned technical drafting, construction detailing, and architectural design. Louise worked for Waite and Caulkings for five years, and then left to begin a partnership with Robert Bethune, a former colleague of Richard Waite's. In 1881, Louise and Robert Bethune opened an independent office in Buffalo. The event was announced during the meeting of the Association for the Advancement of Women in Buffalo and marked what is considered the entry of the first woman into the profession of architecture. Two months later, Louise and Robert were wed.

These were boom times for Buffalo. Since the construction of the Erie Canal, Buffalo was the largest port of emigration to the West. Then the city became a grain-handling port and later, the nation's second busiest (after Chicago) railway center. The Bethune practice thrived. While Louise herself is best remembered for her work on the Hotel Lafayette, the firm also designed industrial facilities, school buildings, the Erie County Penitentiary's women's prison, and grandstands for the Queen City Baseball and Amusement Co. Louise maintained that women architects had to be "practical superintendents as well as designers and scientific constructors," and that women who were pioneers in this or any profession "should be proficient in every department."

In 1885, Louise Bethune was unanimously elected a member of the Western Association of Architects. She was active in the organization, which advocated for the professional



licensing of architects. Three years later, Louise was elected to membership of the American Institute of Architects (AIA). In 1889, the two organizations merged and Louise became the first woman Fellow of the AIA. She served as vice-president and treasurer of her chapter.

In 1892-93, Chicago was going to host the World's Columbian Exposition, which was organized to celebrate the 400th anniversary of Columbus' voyage to the New World. As part of the event, it was announced that there would be a "Women's Fair Building." There was to be a competition among women architects to design the structure. Louise declined to participate in the competition on several grounds. First, she felt that a separate women's exhibit expressed a sense of inferiority. Louise did not feel inferior, and she maintained that business women did not feel inferior, either. Second, she strenuously opposed the idea of a competition to select a designer. (She was joined in this opinion by the AIA.). Lastly, and worst of all, the winner would receive just a \$1,000 "prize" for "personal artistic service" and professional drawings. Male architects for other buildings at the Exposition were to be paid \$10,000 each for their artistic services and the drawings were to be paid for by the Exposition Commission. Louise believed most strongly in "Equal Remuneration for Equal Service" and thought that this proposal set an unfortunate precedent that would take years to overcome.

Louise Bethune retired from the active practice of architecture in the first decade of the 1900's. Her health was failing, so Louise moved in order to be nearer to the Bethune's son, who was a doctor. She wrote a will that contained a codicil leaving her share of the firm to her two partners, Robert Bethune and William Fuchs. In 1913, Louise Bethune died at the age of fifty-seven.

Feature: Personal Development

Women & Self-Image: Then & Now

By Connie M. Castellano, CCEP



"We've come a long way, baby!" The 150th anniversary of the Women's Rights Movement occurred in 1998 with the first Women's Rights Convention in Seneca Falls, NY. Tremendous positive changes over the years have resulted because of countless millions of women, who were organizers, planners, and lecturers, for something they felt so strongly about – equal rights with men. They marched, lobbied, paraded, and broke new ground in every field imaginable! They received the right to vote with the 19th Amendment. How has this resonated from then to now with women and primarily what has it accomplished with regards to "self-image?"

Self-image refers to our basic worth as a person. It is how we perceive ourselves – how we perceive our judgment and how we carry ourselves out into the world. Self-image has changed dramatically over time, from the Victorian Age to the 1890's modern woman, to what we know today. It is amazing how far we have come and how far we have yet to go.

In the Victorian Age, domestic duties were a fact of life for women. They were not allowed to be a part of the "man's world." They had their own responsibilities – none of them included working outside the home. Women were expected to take care of the household, to sustain their children and husband, and to do such chores as housekeeping, cleaning, feeding their family, shopping, cooking, ironing, washing clothing, tending to children, sewing and mending, and much more.

After the repetition of these chores, it became for some drudgery. Men saw the opportunity of being home every day, all day, as a "perk."

Margaret Cavendish, Duchess of Newcastle, declared that the sexes were created equal but that men had "usurped supremacy to themselves." She felt that men tyrannized women, using them like children, fools or subjects, enslaving them to make them feel stupid or incompetent. Women who were made to feel this way had no self-esteem; their self-image was one of dejectedness. Women were also taught that their place was at home and it was their Godly duty. However, being confined to this role, women yearned for

more. They wanted independence.

In an 1890s magazine, an article was published, "The Mother's Chain: or the Broken Link," which told the story of a daughter who expressed her wish to leave home and get a job. She was inspired by the opportunity to serve as a companion to a child of rich parents by accompanying her to classes at Queen's College. If she consented to this role she could earn \$100 per year. The daughter's mother indicated that she should be content remaining at home doing home duties until she was married and if she took this job she would be making a mistake.

In the Victorian Era, self-independence was not encouraged and women should be dependent on men. Independence was only for the unfortunate women. Women who compared themselves to others or who wanted to have a different lifestyle were told that these thoughts will destroy the good image they have about themselves.

Late 19th century feminists began to emerge with a positive image of the "modern girl" with new ideas and opportunities. The positive image of the modern girl combined the best of the old and the new: she can have an education, pursue a profession, and can cycle and play tennis. However, she will always be feminine, physically and mentally. The ideal 1890's modern girl could achieve the independence that she longed for but would still retain her girlish charm.

While some of the magazines of that time period talked about various professions available to women, one such profession that still had comments attached to the article was the medical profession. Women doctors were still not wholeheartedly accepted as comments such as "girls should be like daisies – nice and white, with an edge of red if you look close; making the ground bright wherever they are," (Deborah Gorham, *The Victorian Girl and the Feminine Ideal*).

Women who found the time to become educated and hold professions were still thought of as having a low self-image because they had no direction in forming an image at all. These thoughts did not stop women in their quest for educa-

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Feature: Professional Development

Thinking Outside the Box

By Kimberly Nowakowski



Franklin D. Roosevelt said “There are many ways of going forward, but only one way of standing still.” It seems to me after my years of membership in BPW that no matter how much we talk about the need for change, too often we wind up standing still. For the sake of our daughters, granddaughters, and generations to come, if we are to survive we must take chances and make change happen not even tomorrow, but today.

Making changes will take thinking outside of the box and stepping out of our comfort zones. Think of yourselves as a young baby learning to move from crawling to standing, then on to walking and running. Yes, we will fall from time to time. Yes, it can be scary and wobbly at first. But, we can get there because we are BPW women on a mission!

Franklin D. Roosevelt said “Take a method and try it. If it fails, admit it frankly, and try another. But by all means, try something.” That is what this column is about. It is not necessarily what will work for one BPW Local or another, but a broad outline of ideas which will, hopefully, spark others to share ideas that can be tried, tweaked or tossed based on your unique Local. By now every Local has probably done its SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) more than once, so the first order of business is to step outside your comfort zone and do something new. Think about a restaurant, as good as it is, that doesn’t change its menu. After awhile, you have tried everything and hunger for something new. The restaurant goes out of business. So shake things up!

All work and no fun make you a dull Local. Women have a tendency to work, work, work, but we need to sprinkle in fun. Not so much so, of course, that we lose our focus, but enough to keep them coming back again. How about nights out (no work all fun) throughout the year? A little reward for our hard work is good for encouraging more hard work! Put your talkative and outgoing members (social butterflies) in charge of this not, your task masters.

Ban negativity at the door! Keep a suggestion box with index cards for negativity so that members can get their point across without pushing new members out the door.

Branch out in new directions. A tree grows its roots in many directions in search for water; we need to look beyond the obvious for new members. We tend to look at our members bringing friends, co-workers, and family, but what about inviting local businesswomen, politicians, school district employees, local librarians, and other like-minded women’s organizations, too. There is just so much water we can get when we only look in our own well. Don’t forget that not everyone is accustomed to sales, so teach others how to cold call

and close the deal. Remind members that it’s OK to be rejected, but try, try again.

Be open to new ideas and suggestions. We need to understand that with new members come new ideas and that isn’t a bad thing! Too often we shut down the new members and prevent our ability to improve. Keep an open mind, they are our future!

Eat dessert first. Do you have to conduct business at your Local meetings? Why not think about having a separate business meeting (or do business last) so that your monthlies are focused in on the big picture, not the minutiae.

Share what works, (not what didn’t work). We need to have an exchange of ideas of what has worked, two heads are better than one! As to what didn’t work, remember that what didn’t work today may work tomorrow (with some revamping or changed circumstances), so don’t knock an idea without taking into account that a different time or different means may bring a different outcome.

Be welcoming. Remember the first day of kindergarten (or anything new). It was scary not knowing anyone (or just one other person). Put yourself in others’ shoes and welcome them warmly, not just at the meeting but afterwards too. The meeting should be only an appetizer; the meal is the on-going relationship that gets developed over time. Also, remember that the meal shouldn’t take so long that the customer walks out.

Stop saying we are the best kept secret. How I cringe when I hear this. No business product stays a best kept secret for over a decade if the product is what the consumer is looking for. I work for a union that does no advertising, but we out organize all the others. How is that? We made ourselves different than the rest. We heard what other unions’ members complained about and offered the opposite. We constantly add new benefits as well as remind our members of how we are not only different, but better than the rest. We not only toot our own horn, but we don’t remain stagnant. Although our competition is weak, we don’t accept standing in place. We change and improve to meet the new needs of new members. We hear our members and react. Most importantly, we have continual direct contact with our members so that we develop an on-going relationship. When times get tough, it’s the on-going relationship that holds us together. With BPW it’s not the secret and lack of continual public relations, but perhaps our product needs re-working. When you have a great product that meets the needs of today’s consumer, then the word spreads by itself.

Embrace the opportunity for change. Be positive about
Continued on page 14



Feature: Political Action

Supporting Candidates Who Support BPW

New York State BPW/PAC 101

By Amy Kellogg

Often political contributions are viewed in a negative light. Many feel that political contributions are unnecessary. However, the cost of running a political campaign in the new media age can be very expensive and candidates cannot get elected to office if they cannot afford to campaign. The lack of funds can mean that a highly qualified and viable candidate cannot seek elected office. The goal of the New York State Business and Professional Women's Political Action Committee (NYS BPW/PAC) is to ensure that viable candidates can get elected.

The NYS BPW/PAC was founded by Dr. Meryl R. Grayer in 1982 and is intended to help support candidates who support our Legislative Platform of ensuring workplace equity, work-life effectiveness, protection of civil rights and protection of women's health rights. NYS BPW/PAC supports New York State elected officials and candidates who are running for Governor, Lieutenant Governor, Comptroller, Attorney General, New York State Senate and New York State Assembly.

The NYS BPW/PAC is separate and distinct from BPW/NYS and has its own treasury, bank account and treasurer. Your participation, or non-participation, in the PAC is voluntary and will not affect your membership in BPW/NYS.

We need our members to support the PAC, so that we can work to ensure that qualified candidates are supported and have the resources needed to run an effective campaign. Any member of BPW/NYS can make a contribution to the PAC. Non-members may make voluntary contributions to the PAC, but they cannot be solicited for contributions. All contributions to NYS BPW/PAC must be personal contributions. A Local Organization cannot make a political contribution on behalf of its members.

Personal contributions are checks from a BPW/NYS mem-

ber or their business. In New York, an individual can contribute \$150,000 during a calendar year to all sources and \$94,200 to a political action committee. A corporation can contribute up to \$5,000 in a calendar year to all sources. Each affiliated or subsidiary corporation, if a separate legal entity, has its own contribution limit. For the full list of rules governing political contributions in New York, please visit the New York State Board of Elections at www.elections.state.ny.us

Please note that contributions to the New York State BPW/PAC are not tax deductible for state or federal tax purposes. Additionally, the Federal Election Commission (FEC) prohibits contributions by one person in the name of another person and prohibits reimbursement of PAC contributions by an employer or any other entity.

To help support the PAC and ensure that qualified candidates that support our Legislative Platform get elected to office, you can make a contribution by sending your check, made payable to NYS BPW/PAC, NYS BPW/PAC, ATTN: Lucretia Hunt, 903 Bleeker Street, Utica, New York 13501. We ask that you complete a donation form to go along with your contribution.

For a limited time anyone who makes a contribution to the NYS BPW/PAC will receive a button with the slogan "Well Behaved Women Rarely Make History" as a thank you for your contribution. I hope that you will seriously consider making a contribution so the PAC can have enough resources to support qualified candidates running for office that support the goals and ideals of BPW/NYS. Without the proper resources, a candidate cannot get elected to office and thus represent our ideals and values.

For further information and donation forms, contact Amy Kellogg, BPW/NYS PAC Chair, at ajkellogg@aol.com

Congratulations to Congresswoman Kirsten Gillibrand (D-NY) on her appointment to fill the U.S. Senate seat vacated by Senator Hillary Rodham Clinton. Gillibrand was endorsed by BPW/PAC when she first ran for election in 2006 to represent the 20th Congressional

District of New York. Gillibrand has a solid voting record on working women's issues and we look forward to working with her to advance pay equity, work-life balance and other issues that impact workingwomen and their families.

Avoid Being Crushed in the Credit Crunch

By Kate Beck

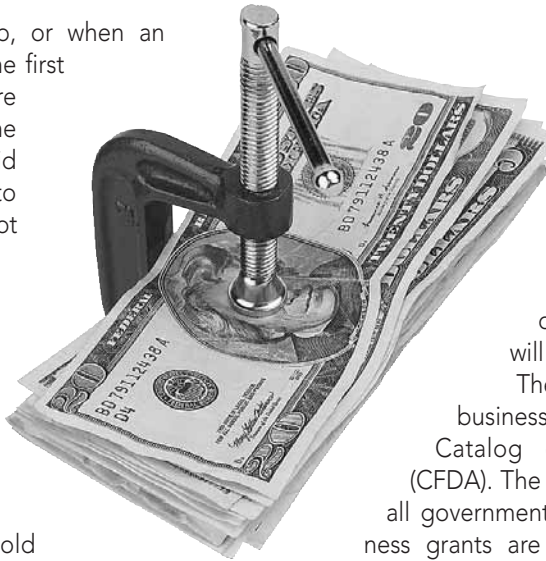
When you see your bills piling up, or when an account is being charged a late fee, the first step in correcting the problem is to figure out what happened. Are you using the credit cards for basic purchases? Why did you pay the debt late? It's crucial to address the problem immediately, do not wait!

Often, people don't realize there is a problem with their debt until it is too late. Keep an eye on your statements each month to make sure there are no extra fees added on, the interest has not risen, and no payments were missed by accident. Creditors will be calling for payments if you are late. If this is the case, look at establishing a household budget and always remember to live within your means.

Creating a budget will help you to spot any extra money at the end of the month that can be used toward lowering credit card balances. If the problem is a high interest rate or a high balance, call your creditors and try to reduce the interest rates and minimum payments by entering into an internal repayment program. Upon acceptance into the repayment program, the interest rate will lower and minimum payments will decrease for a few months. This option will help you until you can get back on your feet.

Continuing an open and honest discussion with creditors will help your chances of keeping your account current. Do not ignore their phone calls. If you have the chance to explain your situation to your creditors, take it. Many times, if you explain what is occurring in your situation, and when you can have a payment in by, creditors will be much more lenient with collection processes.

If you own your own business and find yourself in financial disarray, you can attempt to obtain a small business loan to pay off your debt and improve your business until the cash flow picks up. If your cash flow increases, don't rush to pay off the entire loan. Put some money aside in an emergency fund account. You should also consider examining your living expenses to see where cuts can be made. This process will be much easier if you have an accountant who is in charge of your small



business funds.

Thinking about a personal loan? There are many online calculators to determine how long it will take to pay off your debt. Just fill in the blanks. How much do you want to borrow and at what interest rate? How many years do you wish to take the loan out for? With a touch of a button, your minimum payment will be calculated.

There are also many grants to help small businesses. The best place to start is the Catalog of Federal Domestic Assistance (CFDA). The CFDA lists thousands of grants from all government agencies, and it's free. Many business grants are geared towards minority business development or rural business opportunity grants. Be aware of the time it takes to find the right grant for you and your small business and take into consideration the time incurred for writing the grant. It may be beneficial for you to hire a grant writer for your small business.

Tons of other cost-cutting resources are available. One to look at if you are on a fixed income is HEAP (Home Energy Assistance Program). This program helps individuals within a specific monetary guideline pay for their heating and energy. It's very important that you are not afraid to ask for assistance.

Speak to your local bank about savings accounts for your children's future. There are pre-tax savings accounts available for college tuition. Web sites, such as www.govloans.gov provide information on Parent Plus loans for college. I would also suggest speaking to a financial advisor who can offer you recommendations on the best options for placement of your money. Financial Advisors can answer questions specific to your finances about retirement, 401k programs, low risk securities, etc.

If you're thinking about retiring and relying only on the income from the sale of your business, it can be an extremely dangerous strategy in regards to retirement planning. The business cycle is unpredictable. Your business is worth what someone is willing to pay for it when you sell it. Your health or other factors may change your options of when you can or wish to sell your company. Expand your collection of retirement assets by saving for retirement separate from your business.



Continued on page 14

BPW/NYS 90th Annual Conference



June 5-7, 2009 • Tarrytown, NY

Registration Form BPW/NYS 90th Annual Conference June 5-7, 2009

NAME _____

LOCAL ORGANIZATION _____ DISTRICT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (DAY) _____ (EVENING) _____

E-MAIL _____

Checks Payable to: BPW/NYS • Memo: Annual Conference

Completed form & payment to: Dr. Petronella Feaster, 275 B South Broadway, Tarrytown, NY 10591, 914-631-1694 home, 914-674-7292 work, pfeaster@mercy.edu

Staying at the DoubleTree Hotel? _____ (Y/N)

REGISTRATION FEES for ALL ATTENDEES

Advance Registration \$40 (postmarked by May 1, 2009) Amt Enclosed \$ _____

Late Registration \$55 (postmarked by May 1, 2009) Amt Enclosed \$ _____

On-Site Registration \$75 (due upon arrival)

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Meals may be purchased separately if NOT staying at the hotel.

- Friday Dessert \$ 35.00
- Saturday Dinner \$66.00
- Saturday Breakfast \$30.00
- Sunday Breakfast \$30.00
- Saturday Lunch \$40.00

TOTAL AMOUNT ENCLOSED \$ _____

Dietary Requirements: (Please notify your server at each meal)

- Diabetic Gluten Free Low Sodium Lactose Intolerant
- Special Diet _____ Other _____

Name Tag Information (check all that apply)

- State Officer Past State President
- State Parliamentarian Standing Committee Chair
- BPW/USA Representative Standing Committee Vice Chair
- Immediate Past State President Special/Sub Committee Chair
- Guest Special/Sub Committee Vice Chair
- Outgoing DD # _____ Outgoing ADD # _____
- Incoming DD # _____ Incoming ADD # _____
- Outgoing LO President Member
- Incoming LO President First Timer

Special Requests: Looking for a roommate?

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Reservation Deadline: May 1, 2009

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Check-in 3:00 p.m. and check-out 12:00 noon

Please return (by mail or phone) to: DoubleTree Tarrytown Hotel,
Group Reservations – Attn: Michele Citino

Hotel Reservation Form

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (DAY) _____ (EVENING) _____

E-MAIL _____

ARRIVAL DATE _____ DEPARTURE DATE _____

ROOMING WITH (list all names): _____

Package Rates

- Single \$452.92 per person
- Double \$323.92 per person
- Triple \$280.92 per person (Cots additional \$15 per night)

Package Includes: Two nights' accommodations (Friday & Saturday); Friday dessert; Saturday breakfast, lunch & dinner; Sunday breakfast. Package does not include room tax (currently 10.375%). Supply limited; first come, first serve.

Thursday

- \$129.00 + tax Room Only

Deposit Payment All reservations must be guaranteed by advance deposit of one night's stay or credit card.

- Check (payable to Doubletree Hotel) # _____ Amount \$ _____
- Mastercard Visa American Express

Card # _____ Exp. Date _____

Name as it appears on the card _____

Card holder signature _____

BPW/NYS 90th Annual Conference

June 5-7, 2009 • Tarrytown, NY



Conference Book Advertisement Form

BPW/NYS 90th Annual Conference
June 5-7, 2009 • Tarrytown, NY

It is estimated that more than 100 BPW members, from all areas of New York State, will be attending the 90th Annual Conference being held in Tarrytown this spring to celebrate the development of their personal, professional and political skills. These women represent more than 1,000 members from New York and more than 12,000 BPW members nationwide.

We would invite you to join our sponsorship family – businesses, groups, and individuals can support our efforts with ads and/or boosters in our Conference Book. The book, used as a networking tool, recognizes businesses where our members live and work, where our state meetings are held, and where our Local Organizations are part of the community. Our members strongly believe in supporting our sponsors and patrons.

Category	Rate
Booster (name will appear in the list of boosters)	\$5.00
Business Card (approx. 2" high x 3 1/2" wide) *	\$25.00
Quarter Page (approx. 4 1/4" in. high x 3 1/4" wide) *	\$75.00
Half Page (approx. 4 1/2" high x 7 1/2" wide) *	\$150.00
Full Page (approx. 10 in. high x 7 1/2" wide) *	\$300.00

* Please include camera ready (or a jpeg image) artwork if and where possible. Artwork can also be scanned and e-mailed to the address shown below. If artwork is not available, the committee will design an ad for you and work/contact you for final approval if submitted well in advance of publication deadline.

DEADLINE: Forms and payment must be received on or before APRIL 30, 2009. Make checks payable to: BPW/NYS [Indicate "90th Conference Advertising" on the Memo line]

Mail completed form/artwork and checks to:

Diane Dratz, 8034 Route 81, Oak Hill, NY 12460

Direct questions to: 845-796-4738 or hrados@gmail.com

Amount Enclosed \$ _____ Ad Category _____

Advertiser Name _____

Contact Name _____

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Camera ready artwork is not available; please design an ad using the following information

Exhibitor/Vendor Application Form

BPW/NYS 90th Annual Conference

DOUBLETREE TARRYTOWN

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914-631-5700 • Fax: 914-631-4125

This is your opportunity to market your products and services to more than 100 BPW members from all areas of New York State who will come together in Tarrytown to celebrate the development of their Personal, Professional and Political skills. BPW members "Know How to Shop 'til We Drop!"

Exhibitor _____

Address _____

City/State/Zip _____

Phone _____

E-Mail _____

Exhibit Description _____

CONFERENCE VENDOR/EXHIBITOR RATE

Exhibit area will be open Saturday, June 6, 2009 from 8:00 a.m. to 5:00 p.m.

6-foot table (no electric) # tables _____ @ \$55 ea. (non-member)

6-foot table (no electric) # tables _____ @ \$35 ea. (member)

6-foot table (w/electric) # tables _____ @ \$65 ea. (non-member)

6-foot table (w/electric) # tables _____ @ \$45 ea. (member)

Make checks payable to: BPW/NYS (Memo: Conference Exhibitor)

Space must be reserved and payment received
no later than April 30, 2009 - Space is limited.

To reserve your table(s), please mail the form and check to:
Leona Sobierajski, 69 Hazelton Rd, Yonkers, NY 10710-3505
914-79-7003 home, 914-771-3262 business
lsobierajski@hvbanks.com

Exhibitors agree to assume full responsibility for any and all liabilities or losses, damages or claims arising from any personal injury, damage or theft. Exhibitors must have a valid NYS Sales Tax ID# and collect appropriate sales tax.

Column: Members Speak!

Do we make it tough to be an active BPW member?



What BPW means or will mean to our daughters are interesting questions. I asked Kay, my 14-year-old daughter, her thoughts. Kay told me that she knows what BPW does and stands for is important. She knows that I would not be involved if it was not. But, and this is a big but, she does not feel she will have the huge amount of time needed to be an active member. In short, she feels BPW will not be a part of her life in the future.

I have been active in BPW all of Kay's life. She has seen me go to monthly Local meetings, two district meetings, two leadership meetings, and three state meetings every year for as long as she can remember. I'm not even mentioning the meetings I have attended since becoming a state officer.

In Kay's eyes, being an active member of BPW means a gigantic time commitment. It makes me wonder, even though BPW's mission is still relevant, is the perception of a huge time commitment keeping our daughters from joining? Having teenage children, I mingle with women in the 35- to 45-year age group and hear about the challenges they all face to keep sane while maintaining their children's hectic schedule. These women have very little "my time." So, taking the small amount of "my time" and putting it against the perceived time commitment to BPW, BPW loses. Maybe we need to rethink what an active member of BPW means. Do we require too much from members? Is the organization relevant to young women? What appeals to the needs of workingwomen today?

This is a time of instant information and non-verbal communication at any time of the day or night. This is what the future will entail and more. In order for BPW to mean anything to our daughters and granddaughters, we must redefine and change the perception of an active member. BPW must stop being ours, our mothers' and our grandmothers' BPW. If we do not meet this challenge head on, our daughters and granddaughters will not want to be a part of BPW, a lost opportunity. We must start building that next generation of powerful women. What do you think?

Mary Goutos
President-Elect
P.O. Box 253
Diamond Point, NY 12824

Your input is important! E-mail your thoughts, suggestions or comments to NIKE c/o Linda Przepasniak, NIKE Editor, at Linda295@aol.com Put "BPW Members Speak" in subject line.

Thinking Continued from page 9

change and think about success. When we allow fear to be synonymous with change, then we fail before we have begun.

So in the words of Dr. Seuss "Oh, the places you'll go. Congratulations! Today is your day." How exciting, so let's be on our way! Remember to share changes that you make that are successful so that other Locals can try, tweak or toss accordingly.

As a start, how about writing your own article for the next NIKE?

Kim Nowakowski is a member of Deer Park BPW, District X and actively involved in Local, district and state BPW activities.

Credit Crunch

Continued from page 11

There are a few different IRA-funded retirement plans. The Simplified Employee Pension (SEP) is provided for employer contributions only. The Savings Incentive Match Plan for Employees (SIMPLE) IRA Plans is one where employers match the contribution employees place in account. The Payroll Deduction IRA Plan contributes from your paycheck to your IRA in an amount you request. Individuals can find information regarding these and other IRA plans at www.irs.gov. Investing money in an IRA to maximize the amount available when you want to retire requires work; make sure you take that into account when deciding what plan is best for you. Again, it might be beneficial to see a financial advisor.

Finally, if you find yourself in trouble with debt, look for a National Foundation for Credit Counseling Agency in your area, which will provide you with sound, reliable assistance. If you need any assistance, don't hesitate to call me at 716-712-2062.



Kate Beck is a Community Outreach Coordinator with Consumer Credit Counseling Service of Buffalo and a member of Buffalo-Amherst BPW

FOR MORE INFORMATION ON BPW

USA: www.BPW/USA.org

For user IDs, contact your Local Organization president or state officer.

NYS: www.BPW/NYS.org

For user IDs, contact your Local Organization president or state officer.

Editorial

Pay Inequity: Is this the beginning of the End?

On Tuesday, April 28, 2009 we will commemorate the 13th anniversary of Equal Pay Day. Equal Pay Day was originated by the National Committee on Pay Equity (NCPE) in 1996 as a public awareness event to illustrate the gap between men's and women's wages. The day, observed on a Tuesday in April, symbolizes how far into the year a woman must work, on average, to earn as much as a man earned the previous year. (Tuesday is the day on which women's wages catch up to men's wages from the previous week.) Because women earn less, on average, than men, they must work longer for the same amount of pay. The wage gap is even greater for most women of color.

While pay discrimination continues to be a workplace concern, recent events have signaled a move in a positive direction to remedy this injustice. The Lilly Ledbetter Fair Pay Act signed into Law by President Obama on January 23, 2009 overturned the Supreme Court's Ledbetter decision and now enables women to challenge pay discrimination against them. The law signed by Obama amended the 1964 Civil Rights Act to put the old EEOC standard into law and adopts the paycheck accrual rule, making clear that each discriminatory paycheck constitutes an act of discrimination that can be challenged. The Act is critical in that it gives women the tools they need to promote economic security for themselves and their families.

The movement to achieve pay equity continues. In the months ahead, Congress will be looking at the Paycheck Fairness Act. This Act will continue to strengthen the Equal Pay Act, will make it easier to bring about class action suits, improve collection of pay information by the Equal Employment Opportunity Commission, eliminate loopholes and prohibit employers from punishing employees for sharing salary information with their coworkers.

In New York State, Assemblywoman Susan John introduced the New York State Fair Pay Act (Assembly Bill #A03911). A companion bill was introduced in the Senate (S00955) by Senator C. Johnson. It was referred to the Labor Committee on January 29, 2009. Inasmuch as the Senate and Assembly are now controlled by a Democratic majority, anticipation arises that this landmark legislation may have a chance of passage. BPW New York State members are encouraged to lobby their representatives, and will have the opportunity to do so in Albany on April 21, 2009.

The window of opportunity to secure economic equity is now open. Will pay inequity be just a memory of the past? Small steps have been taken but much more is needed. Carry your red purses proudly on Tuesday, April 28th and raise awareness among your friends, families and co-workers. Lilly Ledbetter and the countless number of women who have suffered pay discrimination will thank you!

– Linda Przepasniak, Editor

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Grace LeGendre Endowment Fund

R Education

Provides grant money for programs in the form of lectures, seminars, research and other educational forms to communities and BPW.

Keep up the good work!

Send a tax-deductible contribution to

BPW/NYS Grace LeGendre Endowment Fund, Inc.
P.O. Box 67 • Voorheesville, NY 12186

District and Local News

Deer Park BPW – District IX

*-submitted by Kimberly Nowakowski, Public Relations Chair
Deer Park BPW Kicked Off the New Year with "Dress for Success" Event*

In keeping with Deer Park's organizational goal to help build powerful women, the membership held a Dress for Success Fashion Show January 13th at the Sheraton Long Island Hotel. Members donated and/or sought donations of business suits. The suits ran the gambit of designers including Dooney & Bourke, Alfani, Kasper, Steve Madden, Nine West, Larry Levine, Tahari, Dockers and Lands End.

"All in all, we really did make a difference with donations totaling one full truck and five car loads of suits," said President Pat Becker. "That's what I call a successful event."

The models showing off the donated suits were the highlight of the event. The fashion models included Debbie Bizup, Susan Elmendorf, and Mary Vandriessche of Randstad USA and Yocely Garcia, Kerri Ann Scalia, and Laura Visel of Paychex, Inc. We even had a hair/makeup stylist, Jennifer Grillo, and dressers Lorraine Tringali and Kathryn Fal. Last, but not least, Yessenia Baez drew sketches of fashion models for the program and Pat Becker made an interesting program which was the talk of many of the attendees.

Our newest member, Lisa Tringali of Randstad USA, jumped right into the planning for the event, working with Vice President Linda Costa and Treasurer Samantha Monasch. "The energy that she brought to the event was contagious," remarked Samantha. "We are lucky to have her as a member."

By working with outside organizations, not only did we succeed in having a great event, but also, we were able to introduce ourselves to the employees of New York Community Bancorp, Inc., Ranstad USA, and Paychex, Inc.

"Having events like these give our members the opportunity to make a difference and to grow their skills and step into leadership roles," said member Kim Nowakowski, "and that's what BPW is all about."

Dunkirk-Fredonia BPW – District VIII

-submitted by Kathy Reed, President

Dunkirk-Fredonia BPW is now planning its 10th annual "Women's Weekend Get-Away" for the weekend of February 6-8, 2009 at the Clarion Hotel in Dunkirk. Weekend festivities will include a wine and cheese party on Friday, a wine tour and Casino/Bingo Night on Saturday. Attendees can look forward to informative workshops, pampering treatments, Zumba dancing, Aquacize in the pool, a shopping expo and much more. The weekend package includes 2 nights, breakfast, lunch and dinner on Saturday and brunch on Sunday for \$149.00 dbl. We are also assembling gift baskets. Our goal this year is to donate \$500 for domestic violence and \$1500 for a special chair at Brooks Hospital in the Dialysis Department. For more information, e-mail kareed2@verizon.net

Fulton-Hamilton-Montgomery Counties BPW – District IV

-submitted by Jo-Ann Clear, Chair, BPW/NYS Income Development Committee

In October 2008, members of the Local, along with more than fifty women from other organizations in the community, joined together at the YWCA Adirondack Foothills to shower the Family Counseling Center's Domestic Violence Shelter.

According to Co-Chairs Carol Cownie of the YWCA and Jo-Ann Clear of BPW/FMH, the shower took on a life of its own. It grew from a desire to have a community service event to one that focused attention of the issue of domestic violence in the community. Even the timing of the event brought together two important national initiatives. October is National Domestic Awareness month and the third week of October is the YWCA's National Week Without Violence.

As part of the evening, a short video entitled "An Empty Place at the Table," produced by the Women's Resource Center, was shown. The video depicts the impact on families when domestic abuse has resulted in the death of a victim. An "empty" place was set in memory of victims of domestic violence in Fulton County.

Linda Horan, a BPW member and Director of the Domestic Violence Program for the Family Counseling Center, spoke on all the services the program offers to victims, including advocacy services, counseling, public awareness and the shelter program.

Using a wish list prepared by shelter staff, the Elizabeth Cady Stanton Women's Consortium member organizations volunteered to outfit various rooms in the shelter. There was a colorful display as items for the five bedrooms in blue, pink, yellow, green and purple were presented by YWCA Adirondack Foothills, Soroptimists International of Fulton County, Women Democrats, American Association of University Women and the Elizabeth Cady Stanton Hometown Foundation. Storage containers were filled to the brim with sheets, pillowcases, towels, mattress pads and bedspread.

The BPW/FMH, the Insurance Women of Fulton County, the Fulton County Republican Women, the AAUW, and the Foothills United Methodist Church Women ensured the baby room, kitchen and bath areas were well stocked with a wide variety of necessities. A number of women from the community added to the gifts given by the organizations. Each organization was asked to bring a dessert to share that would "serve your group and a few more." We had desserts everywhere! It was a very enjoyable evening and the most common comment was "We need to do this again."

The Women's Consortium is a group of women's organizations formed in 2005 which has presented two women's symposia, held a movie night showing "Iron Jawed Angels," annually celebrates Elizabeth Cady Stanton's birthday in November, and participated in the 250th Anniversary celebration of the founding of Johnstown in 2008.

Continued on page 22

BPW/NYS Committee News

Women in the Military/Joining Forces Committee

- Patricia Fanning, Chair

Attention women veterans! There are new rules and forms for the Women Joining Forces Program (WJF). BPW/USA provides for an e-membership only (valued at \$75) for those women who will be discharged from the military within six months or up to a year after discharge. There is no longer a 50% discount on membership for women who have been out of military service for more than one year. Access the updated WJF membership application on the BPW/USA Web site at www.BPW/USA.org/i4a/pages/index.cfm?pageid=4737. For more information, contact Pat Fanning at 315-788-1101 or pfanning5010@verizon.net.



Women's History Month Committee

- Eudoria "Dixie" Aniolek, Chair

A joint congressional resolution designated March as Women's History Month. BPW/NYS adopted the Women's History Month Award at its 1990 Board Meeting in an effort to make our members and their communities more aware of the contributions women have made, and continue to make, throughout history.

Recognition will be given for Women's History Month projects, programs and other activities that generate community awareness of the contributions women have made in the community, the state and the nations' history. Local Organizations are encouraged to take a comprehensive approach to participation in the celebration of Women's History Month. However, an entry does not need to demonstrate that every possible means (for example, community projects AND media coverage/stories AND government proclamations, etc.) have been employed to be considered for an award under this program.

All Local Organizations are encouraged to use posters,

essay contest, special speakers, displays, placemats, radio and TV, public service announcements, and any special events honoring any notable women in their communities, past or present.

Local Organizations are urged to record their events with photos, press releases and any notes taken on events and activities. These will be used to prepare their scrapbook for the Annual Women's History Month Competition, with the winning submission to be announced at State Conference in June.

Young Careerist: more than a speak-off program

-Debra Schultheis, VA Young Careerist Program Chair

Are you trying to keep up with the latest technology but find you are hard-pressed for time to learn about it? Young Careerist Central (YC Central) makes it easy for you.

Learn about your e-mail style by taking Kelly Watkins' short quiz. Let Abby Locke update you on personal branding strategies. Bring the information with you to your Local Organization meeting to share with others. Simply log on to www.BPW/USA.org and click "YC Central" on the column of the homepage.

"Ever notice as the economy crashes and burns, how there are no women – no pictures of women hat-in-hand before Congress, no women among the names of corporate executives who have driven their companies into the ground, no women running Ponzi schemes and robbing people of their life savings?" BPW Young Careerists from all over the country discuss this and other issues at their new site, www.young-womenmisbehavin.com.

The Virginia Allan Young Careerist program is a celebration of young professionals, and it's so much more than a speak-off competition. It's one of BPW's links to the latest personal development tools and an exciting new avenue to attract prospective members. It's both in-touch and effortless, two qualities every business woman needs in her links to today's world.

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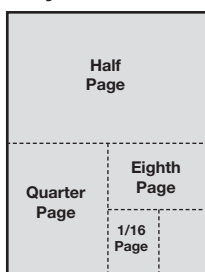
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BPW/NYS Request for Proposal

The following Request for Proposal / Bids are available on the BPW/NYS Web site – www.BPW/NYS.org

- Web Master / Web Site Maintenance and enhancements
- Accounting services for preparation of Financial Statements

Both Proposals are for a three (3) year contract effective July 1, 2009

Call to Annual Conference & Board Meeting

Continued from page 2

highlight of the weekend – the installation of the 2009-2010 Officers of BPW NYS. President-Elect Mary Goutos has requested cocktail attire for the Saturday evening installation dinner.

In between, there will be the second and third business sessions, election of officers and voting on the budget, bylaws, resolutions and other items of business. The Saturday luncheon will be in recognition of the Grace LeGendre Fellowship recipients. This year the Grace LeGendre Endowment Fund, Inc. begins the celebration of the 20th Anniversary of the awarding of the first fellowship from the endowment. In addition to inviting the winners of the fellowships given out this year, plans are in the works to invite the first winner (and possibly other early winners) to participate in person or via video.

On Sunday morning, at the 9:00 a.m. Memorial Service, we will remember and celebrate the lives of members who have left us. As we prepare for the new year, the incoming District Directors and Assistant Directors will meet, followed by a choice of 2 workshops: (1) an opportunity for new officers and chairs to discuss their role in the coming year and (2) "Technology and our LOs" will discuss additional options for our Local meetings. The conference will end with 2009-2010 President Mary Goutos sharing with us her plans for the year ahead.

Conference Book reports should be sent to Helen Rados. E-mail: hrados@gmail.com by the deadline May 1, 2009. Members submitting reports not received by the deadline should bring sufficient copies for distribution.

All members of BPW/NYS in good standing will be allowed to vote at the meeting and must be registered by 9:30 a.m., Saturday, June 6, 2009. All members are encouraged to attend and celebrate.

Respectfully,
Neale Steiniger

90th Annual Conference Meeting Schedule

TIME	EVENT	LOCATION
FRIDAY JUNE 5, 2009		
9:00 a.m. – 12:00 noon	Executive Committee Meeting	Plaza
12:30 p.m. – 6:00 p.m.	Registration	Lobby
3:00 p.m. – 4:30 p.m.	Committee Meeting	Plaza
4:30 p.m. – 5:30 p.m.	Committee Meeting	Plaza
	Dinner on your own	
6:00 p.m. – 6:45 p.m.	Pre-Conference Board Meeting	Plaza
7:00 p.m. – 8:30 p.m.	First Business Session	Westchester South
8:30 p.m.	Presidents' Line Up	Foyer
8:45 p.m. – 10:00 p.m.	Presidents' March and Awards Reception	Westchester North
SATURDAY, JUNE 6, 2009		
7:00 a.m. – 8:30 a.m.	Breakfast Buffet	Westchester North
8:00 a.m. – 9:45 a.m.	Registration	Lobby
8:00 a.m. – 5:00 p.m.	Vendors/Exhibitors	Westchester Foyer
8:30 a.m. – 9:30 a.m.	Career Recognition, Individual Development, Virginia Allen Young Careerists Speak-offs	Westchester South
9:30 a.m. – 9:45 a.m.	Break	Foyer
9:45 a.m. – 11:30 a.m.	Second Business Session	Westchester South
11:30 a.m. – 12:30 p.m.	Elections – Polls Open	Plaza A and B
12:30 p.m. – 2:00 p.m.	Grace LeGendre Endowment Fund Luncheon	Westchester North
2:15 p.m. – 4:45 p.m.	Third Business Session	Westchester South
3:15 p.m. – 3:30 p.m.	Break	Foyer
4:45 p.m. – 6:45 p.m.	Free Time	
6:45 p.m. – 7:00 p.m.	DDs, ADDs, EC, and National Reps Line Up	Foyer
7:00 p.m. –	Installation Banquet	Westchester North
SUNDAY, JUNE 7, 2009		
7:00 a.m. – 8:30 a.m.	Breakfast Buffet	Westchester North
8:00 a.m. – 9:00 a.m.	Meeting: District and Assistant Directors	Westchester South
9:00 a.m. – 9:30 a.m.	Memorial Service	Plaza 2, 3, 4
9:30 a.m. – 10:30 a.m.	Workshop A: Technology and our Local	Plaza 1, 2, 3, 4
9:30 a.m. – 10:30 a.m.	Workshop B: Transition of officers and Committee Chairs	Westchester South
10:45 a.m. – 12:00 noon	Fourth Business Session	Westchester South
Immediately following		
Business Session	Post Conference Board Meeting	Westchester South
Follows BoD Meeting	Executive Committee Meeting	Plaza 1&2

Tools & Resources

Your Health: Know Your Numbers!

By Michelle Mullen

Heart disease is the number 1 killer of women. It is important to understand your risks and modify your lifestyle to reduce the likelihood of developing heart disease. Below are listed key markers of good health; know your numbers and understand the healthy ranges.

Waist Circumference

- Measures abdominal fat
- Predictor heart disease & diabetes
- Best circumferences:
 - Men less than 38 inches
 - Women less than 34 inches

Blood Pressure

- Pressure of the blood within the blood vessels
 - Ideal is 120/80
- High blood pressure
 - High begins at 130/90
 - At risk for stroke, aneurysm and heart attack

Cholesterol: The Good vs. The Bad

- HDL vs. LDL
 - HDL helps protect the heart
- Ideal level is 60 mg/dl
- Levels below 40 mg/dl increases risk for heart disease
 - LDL increases risk for heart disease
- Builds up plaque making arteries less flexible
- Ideal levels below 130 mg/dl
- High levels above 160 mg/dl
 - Triglyceride
- Fat cells that stored in the body within layers of fat
- High levels increase risk for heart disease
- Ideal Levels are less than 150 mg/dl
- High Levels 200-499 mg/dl

Michelle Mullen is a member of BPW/Buffalo Amherst and President of Health and Fitness Solutions. Contact her at mmullen@healthandfitsolutions.com or 716-390-7824.

BPW/NYS

BPW/NY Grace LeGendre Endowment Fund Celebrates 20th Anniversary

- Helen Swank, Public Relations Chair

A wonderful 20th "Happy Anniversary" will be celebrated at the Fellowship luncheon at this year's State Conference. What began as coffee time brainstorming at a District VI meeting between May Hastings, Eugenia Barnaba and Helen Swank in 1986 has taken root in a permanent endowment fund. No more worries about how to raise the \$5,000 needed annually for the Grace LeGendre awards, thanks to your generous funding of this legacy. Interest earned from endowed gifts enables permanent funding of each year's fellowships.

It was at the 1989 State Conference when the first Endowment Fund fellowship was awarded to Liz Zivanov, a graduate student pursuing theological studies. She now serves as a Rector at a large parish in Hawaii. To date, 115 women have been supported at 44 New York State colleges and universities. They received 71 masters and 44 doctorates in 37 diverse fields of study. What a wonderful legacy the women of BPW New York State, have created...one that will leave its mark long into the future.

Plan to attend the 2009 Grace LeGendre Fellowship luncheon and wear something silver! Platinum traditionally marks a 20th anniversary, but we are already working toward our 25th Silver Anniversary. Sue Mager, Committee Chair, has promised a special surprise!

For additional information please contact Helen Swank at 607-257-7541.



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To achieve equity for
all women
in the workplace
through advocacy,
education
and information

■ BPW/USA Vision

To be the
leading
advocate for
workingwomen



NIKE ALL STARS

Thank you to the many members who have contributed to *NIKE!* Contributors' names will be listed once in all 4 issues in 2008-2009 under their current support level. Each additional contribution made increases your support level listing. Member support is the key to the success of *NIKE*, so encourage members to make contributions, and don't forget *NIKE* is a great

recruitment tool. All listings expire with the May 2009 issue.

Rates: Platinum Patrons: \$75.00 and over
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Kathleen Pernice
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Gladys Weidrich, PSP '85-86
Irene Wickham
Linda Winston, PSP '06-07
Trish Williams
Mary A. Woodard
Jody Wright
Barbara Lynn Ziegler, PSP '95-96

Thoughts on Seneca Falls and Elizabeth Cady Stanton *Continued from page 5*

building and the side conversations of the individuals in the seating area moved by what was being said. I wanted to travel back in time and feel the tension in the air in that little town. There was tremendous negative reaction to the gathering of people fighting for the rights of women, slaves and others who were considered possessions rather than individuals.

Yes, I wanted the bricks to tell me their story. On that warm July day in 2008 in Seneca Falls, I wanted to mingle in 1848 with Susan B. Anthony, Elizabeth Cady Stanton, Sojourner Truth, Harriet Tubman, Lucretia and James Mott, Lucy Stone, Mary Ann M'Clintock, Jane Hunt, Martha Wright and so many others. I wanted to see how ordinary they were and I wanted to tell them what marvelous heroines and heroes they are today – famous not because they were rich or successful in their lifetime, but because they stood for what was right and did not back away in fear from their unpopular fight so that women they would never know, could be free.

Of responding with fear, Susan B. Anthony said "Cautious, careful people...never can bring about reform. Those who are really in earnest must be willing to avow their sympathy with despised and persecuted ideas and bear the consequences." (1898). I am thankful she and so many others were so strong, so resolved, and so brave. I wonder if I would have had the strength. Many who signed the Declaration of Sentiments rescinded their signatures in the following months due to the pressure of the conservative community.

I wanted to assure these men and women their fight was not for nothing, as so many of them died before ever seeing the results of their ridiculed years of service to us. I wanted to tell them that while we are still fighting for some things, many of their concerns have been put to rest. We vote, we own land, have our own bank accounts, and raise our children with or without a life partner. We can leave abusive relationships and not lose everything, drive our own vehicles, own our own

homes, run our own businesses, keep our own money, run for president, vice president and every other elected office in existence.

I wanted to thank them for being strong against the odds. I wanted to thank them for not taking "no" for an answer, for not giving up and for not being bullied into backing down in fear from their fight. For they were right, all men and women are created equal and there is a whole world out there that is not yet resolved to this truth. But, here in the United States in 2008, women have so much to be grateful for because of what occurred in this little town in the middle of New York. More to travel? Yes, for sure. But my, look at from whence we have come!

I wanted to stand among them all, and tell them how honored I am to be able to study them and bring them to life in my first person storytelling and workshops. For they ARE famous today and they deserve to have their stories told, over and over again. What they did was no small feat of the "weaker sex." The strength within them individually and collectively changed the lives of women in this country forever and what we have today is because they did not back down.

I wanted them to know as I stood there, that I would not let their stories die as long as I have breath. I wanted to promise them that I will tell their stories to anyone who will listen. In submitting this article, and in all the performances I do, I have, and I will continue to tell their stories lest we forget and grow complacent with our many rights in this country and give up on the areas of life where we know we still have work to do. And, when we are finished here in this country, there are women around the world who are not yet free and equal and our work must continue.

Patricia Yoder Clark is a member of Owego BPW and a professional storyteller/performance artist who portrays historical women through monologues and character representations.

District and Local News

Continued from page 16

Fulton-Hamilton-Montgomery Counties BPW – District IV *It was a Parade*

In September, 2008 the City of Johnstown celebrated its 250th birthday. (In case you are not aware, Johnstown is the birthplace of Elizabeth Cady Stanton and home of Rose Knox, of Knox Gelatin fame). BPW/FMH member Maggie Luck, who is also president of the Fulton County Women's Republican Club, was the 250th Anniversary Chairperson for the year-long celebration and had a vision of local women marching as a group in the parade. BPW/FMH member Jo-Ann Clear, who is also a FCWRC member, volunteered to call an initial meeting of local women's organizations. What started out as a plan for the women's organizations to be a section in one of the divisions of the parade, turned into them being a division by themselves.

The groups that gathered included Fulton County Women Republicans, Women Democrats, American Association of University Women, Soroptimists International, Fulton County Insurance Women, YWCA, and the Elizabeth Cady Stanton Hometown Foundation. Each group created a float and every woman wore a purple sash with "Herstory" printed on the sash.

BPW/FMH member Josie Roosevelt secured a bright yellow antique pick-up truck and BPW members recreated a jail in memory of those "Iron Jawed Angels" with Cathy Williams as Alice Paul.

The marching groups sang suffragist songs and carried signs in support of the vote for women. The division was led by representatives of all the women's organizations carrying the American flag in a horizontal position as the Suffragettes did. Joining us for the parade were Colin Sahlin-Jenkins, great, great, great, great granddaughter of Elizabeth Cady Stanton, and Bridget Knox, granddaughter of Rose Knox. In addition, Eleanor Stearns, an actress who portrays Elizabeth Cady Stanton, marched in full 18th century costume as Mrs. Stanton.

It was a great parade!

Lake George BPW – District III

-submitted by Joan Faron, Chairperson, Women in Need Committee

The Women in Need Committee, or W.I.N., as we call it, was adopted by the Lake George Business and Professional Women's Club as a special committee in November 1986. The purpose of this committee is to help women in need in our communities. These women may be the sole support of a family, living alone, elderly, married, divorced or widowed. The main criterion is need.

Our help comes in many ways: clothing, food, money, and emotional support. Our cases come through recommendations from individuals, churches, schools, and agencies. The cases are brought to the committee which meets as a group

and reviews all cases that are submitted. The cases are kept confidential.

The Women in Need committee has no budget. We rely on our major fund raiser: "A Holiday Auction" and private donations. The number of cases we can service depends on the amount of money raised for the year. Our holiday auction held on December 12, 2008, at Mario's Restaurant in Lake George, along with private donations, raised \$11,703. Trustco Bank donated \$2500 and the Lake George Winter Carnival donated \$500 to show their support for and recognition of the work the Lake George BPW does in the community and surrounding areas.

We would like to extend our heartfelt thanks to all who contributed to the success of our 23rd annual Holiday Auction. We had a great time and, through your generous support, have been able to help 16 individual cases and 12 agencies, including North Country Ministries, Community Maternity, Children's Committee of Warren County, Stanton Nursing Home and Rehabilitation, and area food banks.

This winter will be a cold and expensive one and people are in dire economic straits. Anyone wishing to donate for this effort may contact Carol Miele, Lake George BPW President, at (518) 744-9921, Joan Faron, Women in Need Chair at (518) 668-4887, or Nancy Nichols, Co-Chair at (518) 668-5803. Thank you again for your continued support!

Tonawandas BPW – District XIII

-submitted by Phyllis Phillips, 2nd Vice President/Membership Chair

At its June 2008 meeting, the Local awarded scholarships of \$750 to four focused young women: Lindsay Amico and Maegan Kivler, graduates of Tonawanda High School, and Melissa Dietrich and Katie McFarland, of North Tonawanda Senior High. Since 1953, the Local has awarded 111 scholarships.

On September 23, 2008, a Membership Reception was held at Pane's Restaurant in North Tonawanda. The theme was "Getting to Know BPW." Forty women attended and watched a PowerPoint presentation highlighting the benefits of BPW membership. Carol Wilder, BPW District VIII Director, spoke about "What is BPW," detailing how workingwomen relate to it locally, statewide and nationally.

The Tonawandas BPW has been visible in the past for its legislative action on various issues, most notably its push for ovarian cancer testing being made available to women through their medical insurance. In 2007, the Local's efforts, along with other community organizations, were successful to keep DeGraff Memorial Hospital a viable full service hospital, rather than transitioning to a nursing home as recommended by the "Commission on Health Care Facilities in the 21st Century Report," also known as the Berger Commission.

District and Local News

Continued from previous page

Tri-Town BPW – District VI

-submitted by Cynthia Welcher, President; District VI Secretary

Tri-Town BPW wishes all members of BPW/NYS a Happy and Productive New Year. We have been busy in the past few months. In mid-summer we had a Chicken BBQ in conjunction with the Sidney Alumni Weekend. At the end of September we sponsored the AMBA Clinic, which is always held at the Sidney Elementary School. We met our monetary goal and hopefully piqued some membership interest.

We held a special Christmas meeting in December, inviting the volunteers that assist with the AMBA Clinic. This year we had a special guest who sings a cappella who sang Christmas songs for us and is considering joining our club. Another of our members read three Christmas stories for us. Rather than exchanging gifts, we contacted Operation Merry Christmas for the name of a child in need and purchased gifts for that child with money that we collected at the November meeting.

Tri-Town, originally Sidney BPW, was chartered in March 1943, which means that in March 2009, we will celebrate 66 years in existence. Plans for the celebration are not yet finalized, but you can bet that we will do something special.

Our February meeting will feature a guest speaker who is one of our own members, Linda Bickos, who is the publishing end of Country Computers and Publishing in Unadilla, NY. Linda entered the political arena last year and ran a winning campaign to become mayor of Unadilla. The Honorable Mayor of Unadilla, or Linda as we all know her, will speak to us about her campaign to become mayor of a small village and

life after winning an election that was little publicized, and had an unexpected result.

Watkins Glen – District VI

-submitted by JoAnne Krolak

In October, club members heard a presentation on breast cancer awareness. Two new members were inducted into Watkins Glen BPW at this meeting – Eileen Wesneski and Julianne Wich. At the end of October, Mary Ellen Morgan and Gloria Hutchings attended BPW/NYS Fall Board. Gloria came back with Watkins Glen's first prize for the 2008 Membership Challenge Award.



In November, Maggie Edgley was honored as the 2008 Watkins Glen BPW Woman of the Year. Maggie is a Library Media Specialist at Watkins Glen High School. In the photo (left to right) are Jan Brew, Program Chair, Maggie Edgley and Mary Ellen Morgan, BPW/NYS First Vice President.

In December, club members collected gifts for residents of the Falls Home, a local home for senior citizens, and also a family in need. Members also worked with the Montour Falls Moose Club on assembling gift bags for members of the armed forces.

Women & Self-Image: Then & Now

Continued from page 8

tion and professional work experience as more and more women began to emerge in various fields, including the medical field.

Today . . . here we are! We are employed in many non-traditional fields – there are women doctors, plumbers, electricians, engineers, attorneys, astronauts, and many other fields. Women today focus more on their physical self than women of the Victorian Era. Self-image today runs the gamut. From being raised as young children, female sexuality with glamour is a recurrent theme in our culture. We are read stories about fairy Godmothers, princesses, and we get our first lesson in romance with stories such as Sleeping Beauty, Beauty and the Beast, and Rapunzel.

In a survey conducted by Glamour Magazine, three-quarters of women, ages 18 to 35, report feeling overweight and 45% of underweight women felt they were overweight as well. The survey also found that almost half of the women would rather

achieve ten pounds of weight loss than excel in their careers or meet the love of their life. Women are so obsessed with physical beauty and go to great lengths to change their imperfections. They want to be appealing, especially to men. If we are still so overly concerned about self-image and we will make those changes to become more appealing, have we come so far from the Victorian Era in regards to our self-image? Think about it . . .

Works Cited:

"Women's Issues Then and Now: A Feminist Overview of the Past 2 Centuries," http://www.cwrl.utexas.edu/~ulrich/femhist/self_image.shtml#define

Connie Castellano is the Director of Campus & Corporate Events at SUNY Institute of Technology in Utica, New York. She is a member of Metro Utica BPW and serves as the BPW/NYS Public Relations Chair.

For BPW Members, the Red Purse Is More than A Fashion Statement.



BPW/NYS

Our Mission

To achieve equity for
all women in the workplace
through advocacy,
education and information.

Our Vision

To be the
leading advocate
for workingwomen.



In 2007 the Bureau of Labor Statistics discovered that, on average, women make 77 cents for each dollar a man earns. Projections show that a woman will lose approximately \$250,000 over the course of her career because of this pay inequity. The earning disparity *increases* women's poverty while it diminishes women's spending power, and threatens their retirement security.

The numbers are far worse for unmarried women. Compared to married women, married men, and unmarried men, unmarried women have the lowest mean personal earnings at \$37,264: they make 56 cents for every dollar a married man earns. (*Based on 2006 Current Population survey from the U.S. Census Bureau and the Department of Labor*)

Since 1988, BPW/USA members have carried red purses as a visible symbol of – and to draw national attention to – wage disparity. In 2004, BPW/USA launched the Red Purse Society. Funds received from individuals and corporations are used to support Equal Pay Day events, public service announcements, and other advocacy initiatives designed to raise awareness and educate the public.

It's easy to join the Red Purse Society: Just send your \$25 check to BPW/USA, 1620 Eye Street NW, Suite 210, Washington, D.C. 20006. (Payable to BPW/USA; please note "Red Purse Society Reserve Fund" in the memo line.) Becoming an advocate will support pay equity initiatives on behalf of women, to secure a good job and achieve pay equity. The quest for economic equity continues today.

BPW builds powerful women,
personally, professionally and politically.