

SPRING 2011

wise

WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP



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Simple Steps to Create a
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7 SECRETS TO GETTING ORGANIZED

It is easier than you think!

“WHEN I GROW UP I WANT TO BE...”

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IT'S ALL IN THE NUMBERS

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JJ Ramberg
Host of Your Business on msnbc and co-founder of GoodSearch.com

3

STEPS TO DEFINING YOUR STYLE

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One venture at a time.



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DREAM > BELIEVE > PURSUE

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Me and the fabulous Debbi Fields at the 2010 WISE Symposium!



Women Changing the World... One Venture at a Time.

In 1867, Sarah Breedlove McWilliams Walker was born in poverty-stricken rural Louisiana. Better known as Madame CJ Walker or Madame Walker, she was the daughter of former slaves and orphaned at the age of seven. Walker built a thriving beauty products business in the early 20th century, eventually employing over 3,000 people. Her hard work, honest business dealings and quality products led her to become the first self-made female African-American millionaire.

Estée Lauder was the daughter of immigrants. She started out selling skin creams created by her uncle, but with persistence and her winning personality, she worked her way into the cosmetics counters of department stores. She developed a personalized selling style that put her brand at the top of the industry, with a 45% share of the cosmetics market in U.S. department stores.

Enterprising women like Anita Roddick, Debbi Fields and Coco Chanel all brought their individual style and challenges to the table and look at what they cooked up!

As women, our personalized style of entrepreneurship changes the world. You overcome huge barriers; you change paradigms of your industries and shatter glass ceilings (sometimes when there is no ceiling to shatter)!

Have you ever thought about how you are changing the history of your family? Or your legacy to your community when you begin your own business? When your ancestors look back on your family tree they will see how you changed the growth of that tree forever!

I am continually amazed by the ideas and determination to power those ideas into reality at the WISE Women's Business Center each day. It may surprise you, but the WISE Center entered its fifth fiscal year in October 2010. Through the help of the U.S. Small Business Association (SBA) and the Whitman School of Management at Syracuse University, more than 5,000 entrepreneurs have accessed our seminars and workshops held at the South Side Innovation Center. Even more amazing is the number of one-on-one counseling sessions we have recorded since we opened in 2006 --- that being upwards of 1,200 sessions. Every day, we look forward to helping another woman to turn her dream into a reality!

Recently, a woman came into the WISE Center and presented me with a small gift which she had given to other influential women in her life. It was a little smooth stone inspired by a personal loss. The stone was engraved with the words, "Don't Wait." This simple stone sends a message of inspiration and encourages women from all walks of life to keep working on their dream. It is what makes a person 'tick' while history is placed in the palm of your hand. Don't wait... you have the power, the creativity and the passion to ignite the spirit of entrepreneurship and change history!


Joanne Lenweaver
WISE Center Director

Joanne Lenweaver is the Director of the WISE (Women Igniting the Spirit of Entrepreneurship) Center located in the South Side Innovation Center (SSIC) in Syracuse, NY. The WISE Center opened in January of 2007. Joanne is its second director. The Center was established through a five-year grant by the U.S. Small Business Administration (SBA) and a matching grant from Syracuse University. Joanne's entrepreneurial experience includes nineteen years as President of Lenweaver Advertising + Design, Inc. and co-founder of Foodweb.com, an innovative web portal for gourmet food products. These ventures allowed Joanne to assemble the skills of small business survival while creating a true admiration for the entrepreneurial spirit. She was a founder of the former Women in Design professionals group for women designers and currently serves on the Women's Fund of the Community Foundation of Central New York. She has served on community boards and committees such as the Onondaga Historical Association and the Consortium for Children's Services and Camp Healing Hearts, through Hospice of CNY, a camp for children grieving the loss of loved ones.

2011 WISE WOMEN

Charlene Echols

Echols Gourmet Wholesale Desserts
www.msecholtreats.com



Only a few blocks from our WISE Women's Business Center, Ms. Echols has been the creator of delicious, "made the old fashioned way," food for almost 13 years. Starting with her delicate pound cakes, she set up her own distribution system in convenience stores surrounding Syracuse's South Side area. They were such a success, she followed with a family favorite – her Gourmet Caramel Corn, which is now available locally everywhere from grocery stores to the Carrier Dome!

About two years ago, Charlene stopped by the South Side Innovation Center to begin working with the Syracuse Test Kitchen and the WISE Women's Business Center. There, she completed a business plan to market her product, improve her packaging, apply for a microloan, and make plans for her delicious future in food! Working until the wee hours of the night, Charlene knows that meeting deadlines and keeping her clients happy is number one.

As it says on her package, "You've really got to try this!" Once you do, be prepared to become another member of Ms. Echols' fan club!

After taking a quilting class in 2003 that changed her life, Joan Ford started following her passion. Several awards and three to four hundred quilts later (but as Joan says, "Who's counting!") she has branched out, gone national, and created a revolution in quilt design! In March 2011, she will be promoting her book published by Taunton Press, called *Cut the Scraps*. You might wonder how the WISE Women's Business Center could help this already successful woman...

Being a master quilter, Joan is a creative person at heart, but is still a woman with a plan – a business plan! Her business plan is a "living document" which she continues to craft and fine-tune as she is concurrently growing her business. Joan is also a loyal member of the WISE Women's Roundtable Discussions for the Women in Creative Businesses which meets bi-weekly at the Center to discuss the challenges and successes of being a full-color creative thinker in the black-and-white business world.

Joan is the type of entrepreneur who is open to growth on her terms and although her blog is named *Winging It*, anyone who knows her knows she's too WISE to 'wing it' without a plan!

Joan Ford

Hummingbird Highway and Scrap Therapy
www.hummingbird-highway.com





2011 WISE WOMEN

Stacey VanWaldick

Promise Me Chocolate
www.promisemechocolate.com

An art and jewelry-making teacher at Oswego High School, Stacey VanWaldick always wanted to own her own business, but she never knew what form her venture would take. With extensive education and experience in jewelry and metalsmithing, it was only a matter of time before Stacey would find the inspiration to turn her passion into innovation.

Enrolled as a graduate student in Syracuse University's fine arts program, she was asked to mold a series of five rings – out of anything but metal. Experimenting with a number of materials, including paraffin, wax and adhesives, Stacey decided upon a much sweeter substance: chocolate. Immersing herself in the chocolate and confectionary industries, she researched the most advanced methods for coloring and decorating edible candies and sweets.

Refining her chocolate rings and gems to reach what she believed to be an appropriate level of sophistication, Stacey took the next step by joining forces with the Syracuse Community Test Kitchen, where she obtained

the resources to move the venture from a concept to a commercially packaged product. With ample support, Stacey connected with a molder in Central New York and developed a marketing plan to communicate her unique offering.

Stacey's aggressive marketing approach put her on the food trade show trail, making a stop at the Summer Fancy Food Show in New York City last year. There, Stacey watched her venture take off, as representatives from Martha Stewart, O Magazine, and several other high-profile businesses not only took interest in Stacey's spread of sparkling chocolate, but also placed orders. Recently placing orders of their own, several chocolate industry giants have apparently taken an interest in the fascinating pigments Stacey uses to create the stunning, edible creations.

For Stacey, who continues to teach full-time, it's all part of the transition from dreaming to taking action. "The rewards far outweigh the late nights and the stresses of getting it started," Stacey says. "But if you're passionate and believe in your product, you can make anything happen."

"...if you're passionate and believe in your product, you can make anything happen."



Daily Dose of Inspiration

By: Tim Smith
Smile-Therapy.com

Give everyone a smile.



Recently, I stumbled across a book that I read in the past from former heavyweight boxer, George Foreman. He authored a pretty neat little book with a very catchy title, called *Going the Extra Smile*.

Within the book, I found this gem from Christian D. Larsen called the *Creed for Optimists*. Brief but powerful. If each of us practiced even 30% of this, what a difference it could and would make. Have a read...

The Creed for Optimists:

Be so strong that nothing can disturb your peace of mind. Talk health, happiness, and prosperity to every person you meet.

Make all your friends feel that there is something in them. Look at the sunny side of everything. Think only of the best, work only for the best, and expect only the best. Be as enthusiastic about the success of others, as you

are about your own. Forget the mistakes of the past, and press on to the greater achievements of the future. Give everyone a smile.

Spend so much time improving yourself that you have no time left to criticize others.

Be too big for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.



About the Author

Lisa is the President and owner of Completely Organized, Inc. She specializes in all aspects of business organizing including paper, file and records management, computer organization and process (systems) development. Lisa is a published author and a well-respected lecturer on many organizing topics.

Secrets of the Highly Organized Entrepreneur

By: Lisa DeVea
Completely Organized Inc.

1 PROFOUND KNOWLEDGE

Having profound knowledge about your profession is an excellent time management tool. Read, listen, watch and learn everything you can to help grow your base of knowledge for your area of expertise.

2 COMMUNICATION IS KEY

Telephone, voicemail, e-mail, texting, social media and facial expressions are all forms of communication. Being able to communicate effectively is a key component to effective time management. First, determine your contacts preferred method of communication and contact them that way if you can. Well crafted e-mails are almost always read first and responded to quicker. Also, leaving an articulate voicemail message may get you a quicker return call.

3 DEVELOPING GOOD HABITS

Being organized is about problem solving. Think about habits that you have developed and want to change. More importantly, think about the good habits that you want to form. Learn and develop the skills necessary to form those habits but remember that change is a process and be patient with yourself.

4 MAKE DECISIONS QUICKLY

Clutter can be classified as decision delay. This can be the clutter on your desk or even in your head. Create processes for making decisions quickly and easily.

5 FILING SYSTEMS

Another great time management tool is having an effective filing system for your paper and electronic files. Being able to access files quickly and easily can make a big difference in your ability to manage your time.

6 MAINTENANCE PLANS

An organized entrepreneur develops systems and creates homes for things in their office. But they also take the time to maintain those "homes" and systems that they have set up. Take the time to clear your desk at the end of the day, regularly clean out your working files and purge your administrative files at the end of the year.

7 KNOW WHEN TO ASK FOR HELP

Entrepreneurs tend to wear a lot of hats. We are expected to keep a lot of balls in the air. Good time managers evaluate the tasks they are doing themselves and recognize that delegation and outsourcing is sometimes a better option. Being organized is a process, not a goal. Take the time to learn new skills and become a highly organized entrepreneur.

It's no secret that as an entrepreneur you are more likely to be successful if you are organized. Organized entrepreneurs are good time managers, and therefore able to take advantage of more opportunities. In my 11 years in business, I have had the opportunity to meet many successful entrepreneurs. I have listened to their stories and watched them work. The following are what I will share as the top seven secrets of the highly organized entrepreneur:

To learn more about how to sharpen your skills on each of these topics, go to www.completelyorganized.com and click on Seven Secrets.

Savvy Speakers Tell All!

WHAT YOU DON'T KNOW ABOUT THE WISE 2011



Bobbi Brown

Bobbi Brown Cosmetics

I almost threw in the towel when... I had a business partner who was really tough. It wasn't working and I almost gave up.

I'm so glad I stuck it out because... I am a much stronger person and better business woman now. I know what is right, and I know it is OK to follow my gut, break the rules and do it my way.

Something you don't know about me is... I love hip hop and got to dance on stage with Flo Rida.

The 5 things I can't live without are... My family, iPhone, iPad, concealer, and EXTRA moisturizer.



JJ Ramberg

Host of *Your Business* on msnbc and co-founder of GoodSearch.com

I almost threw in the towel when... I felt like I was being pulled in too many directions.

I'm so glad I stuck it out because... I love everything that I do and I've figured out ways to become more efficient so I can do them all.

Something you don't know about me is... The only time I look like I do on TV is when I'm on TV! Every other day my hair is in a ponytail and I'm wearing jeans and a t-shirt - thank goodness for the msnbc hair and make-up department!

The 5 things I can't live without are... My husband and three children. Those are the four constants. The rest rotates. Right now I feel like I can't live without my Kindle because I read about 10 times more than I used to since I got it!



Jennifer Wilkov

Radio Talk Show Host, Author

I almost threw in the towel when... I lost everything - right down to my place to live and all my assets - when I was arrested and charged with a crime I didn't commit.

I'm so glad I stuck it out because... I've been able to offer a unique perspective when I coach those who feel lost or on the edge of giving up on their business and business relationships. I'm able to speak from experience about having nothing but my Spirit, Soul and Self-worth and building and rebuilding my life and business following this unimaginable situation.

Something you don't know about me is... I climbed Mt. Kilimanjaro and I want to climb to Mt. Everest base camp next.

The 5 things I can't live without are... Kittens, Friends, Herbal Tea, Love and Books.



Paige Arnof-Fenn

Mavens & Moguls

I almost threw in the towel when... Honestly I have never considered it but I was really disheartened when a former colleague tried to steal a client from my firm for personal gain (breaking the signed agreement) and got caught red-handed.

I'm so glad I stuck it out because... The client felt terrible to be put in that position by someone he had previously trusted too and ended up making a donation to a charity in my name because I "took the high road and handled the situation so gracefully" so it ended up leaving me feeling very positive about human nature. In the end, you cannot let a few rotten apples spoil everything!

Something you don't know about me is... I was an all-state soccer player in high school.

The 5 things I can't live without are... My passport, music, phone, friends & family.

Can you guess which speaker knows Kung Fu? Loves Hip Hop? Built igloos?

SPEAKERS



Nelly Yusupova
Webgrl.com

I almost threw in the towel when... Hmm... Trying times motivate me, setbacks motivate me, I see obstacles as a challenge to overcome... I have not yet felt that I wanted to throw in the towel as our mission, message, and our audience propels me forward and reminds me why I do what I do every day and have for over 10 years.

I'm so glad I stuck it out because... As we encourage more women to succeed in technology and business it will allow more of those women to act as role models to other women and girls, encouraging them to succeed.

Something you don't know about me is... I have been practicing Kung Fu for over 10 years, I compete in forms and sparring... and to my surprise, I have received many medals and a regional championship in the Northeast.

The 5 things I can't live without are... I am a gadget girl. I can't live without my laptop, Smartphone and my iPod. I can't live without exercise or my network of close contacts.



Denise Kiernan
Author

I almost threw in the towel when... My car died and the pipes in my house broke and I didn't think I'd be able to get back on my feet financially if I remained a freelancer. I was sure I'd have to give up the life I wanted.

I'm so glad I stuck it out because... Doing what I love for a living is more fun, challenging and fulfilling than I ever imagined.

Something you don't know about me is... As a kid, I built igloos in Alaska. As an adult, I lived in Rome for nearly 4 years, and even bought a dilapidated farmhouse north of the city to fix up. I learned how to prune olive trees!

The 5 things I can't live without are... Burt's Bees lip shimmers, garlic, my husband, Netflix, a good pair of sweatpants (not necessarily in that order!)



Margaret Young
Mill Square Group

I almost threw in the towel when... I have to tell you there was never actually a time I "almost threw in the towel." When I have hit tough times it's always been my belief that there is a larger lesson to be learned and another door opening somewhere – which has always proven to be the case for me.

I'm so glad I stuck it out because... many challenging moments present a new opportunity heretofore you may not have previously considered. My advice is to always evaluate your challenges from all perspectives to truly see how you can make lemonade out of what appears to be lemons.

Something you don't know about me is... I am a great home renovator and have done four major very old home renovations personally (some of which were considered "tear downs").

The 5 things I can't live without are... My best friend and husband, Peter; my Blackberry, Google, Golf and the love and support of my family and friends.

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In Your Own Words...

Testimonials from the WISE Symposium

You could just feel the positive energy in the room full of powerful women entrepreneurs; women who are embracing the entrepreneurial spirit. What makes this event so great is that whatever stages of your business plan you are in or not in, this conference will inspire you to reach for the stars and further your plans or launch your new business. The room was full of very pro-active women - "It's electric!!"

Linda Brown-Robinson
In The EVENT Of...

I was very impressed with the number of women entrepreneurs in the Greater Syracuse area who came together to learn, network and be inspired by success stories of their sisters. Congratulations to all who worked to organize a super event.

Carolyn Surine
Director of Business Development, QPK Design

I just wanted to tell you what a wonderful program this was. It was my first year to work our booth and attend, and I was blown away... I want every woman in our organization to attend next year!

Carole Fargo
Clear Channel Radio

My first WISE Conference and I am hooked!! My family recently moved up here from NYC, and the WISE Conference was just what I needed to re-energize myself and realize that I am not alone.

Kathy Arendt
PGES, Inc. / Pinnacle Group Energy Solutions, Inc.

This was my first time attending this conference and I'm so glad I attended. You (WISE) have helped me find myself again.

Mary Clare Hatch
Pennello

wise WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP
symposium





Success Built on Relationships

By: Rick Lamke

For State Farm Agent Eileen Zoghby, important relationships were never an obstacle to her career.

Rather, they were and still remain a crucial part of her insurance and financial services business. “With this opportunity, you can make a very good living if you work at it,” she says. “And the nice thing is you can reach your goals and still enjoy them with the people you love.”

Eileen began working for a State Farm insurance agent in 1987 while still in high school. Ten years later, while working in the company’s Syracuse office, she jumped on the chance to replace a retiring agent in nearby Liverpool, NY. Her three-month training began shortly after her wedding. Opening her agency in 1999, she worked hard to build up her new business. Two years later, her first child changed everything.

“My son had medical challenges,” she explains, “and that grounded me. His birth made me realize I have to balance work and home.”

As an independent contractor, she had options. One solution was hiring her husband Jalal to the agency team. “He sees what I do every day, so we share responsibilities at home,” says Eileen. “My husband and all of my other team members have been a blessing.”

Now a mother of three, Eileen tries to give her team that same sense of balance. “State Farm agency allows me to make my own schedule, so I can still be a mom,” she says. “As the business owner, I also offer my team members that flexibility when they need to dedicate time to loved ones.”

Their focus on relationships, family and community is a perfect fit with the business of fulfilling customer needs. “It’s rewarding to take care of people, provide for them when they have tragedies, and help them secure their financial futures,” says Eileen. “You build strong relationships with clients, and many end up being part of your family.”

The agency’s warm, family atmosphere spurs many customer referrals – Eileen’s top source of new business. “People have been very receptive to working with me,” she says. “I try to

“I try to be open, honest and helpful to every client. I don’t consider myself a great salesperson, but by building relationships I’ve been very successful.”

be open, honest and helpful to every client. I don’t consider myself a great salesperson, but by building relationships I’ve been very successful.”

Eileen enjoys being both an entrepreneur and a community leader helping everyday people. “I try to do everything I can to take care of customers and fulfill their needs,” she says. “If I do the right thing for people, all my other goals seem to fall into place. With this opportunity, you can have a career, a home and everything else you’ve envisioned.”



If you are interested in the State Farm agency opportunity – with paid training, start-up support, company consultants, high earning potential and travel rewards – contact Agency Recruiter Michelle Hare at (718) 208-9157 or email michelle.hare.HUHQ@statefarm.com.

Dreams cannot be broken if you never attempt to make them come true...

MY LIFE AS A MOMPRENEUR

By: Daliana Rivera

Starting a business and having no previous experience doing so can be very scary and challenging. However, if you have a goal, a vision, and lots of motivation, the one thing you must do is take that momentum and go with it!

That is what I am doing. Growing up, I thought that wanting to be or do many things in life made me crazy. I thought I had to be set in my ways and say, “When I grow up I want to be...” and choose one specific thing. Luckily, I discovered that wanting to be and to do many things is a quality of an entrepreneur. Several years ago I wrote some children’s books and I also came up with various inventions and products that I have always dreamed of selling.

This past summer I was blessed with the opportunity to attend and graduate from the Entrepreneurship Bootcamp for Veterans with Disabilities program (EBV) and it has been life changing. Because of its tools, the guidance, and support from the network of people I met there, I now have my patents filed and I am currently having prototypes made. I have been working closely with my SCORE mentor to guide me with my business plan and market research. It has been very hard, but I have been learning a lot of things. Another great resource that the EBV program gave me was a mentor through American Corporate Partners (ACP).

If it weren’t for my ACP mentor, Wendy Lyons, I would not have made a move forward with my books. She helped get one of my books edited and I am now searching for a company that will see my book worthy of publishing. If I see an opportunity to attend any workshops or networking events, I am there. I am excited to attend my first-ever WISE Symposium in April, during which I look forward to meeting other people walking in my shoes, along with networking and learning from others.

I am an Army Veteran, a full-time college student and a mother. I am the wife of a husband with health challenges, and am the co-founder and co-president of a stay-at-home mothers support group. Many people ask me how I find the time to do all that I do. I am going to assume part of it is due to my military mindset, but it’s also that I want to be more than a mother and wife. I want to know I tried my best to leave a legacy behind for my kids and future generations. I want to live life doing what I like to do without any regrets. I surround myself with only positive people and absorb the good energy and support of those people. My biggest

supporter is my husband. He has given me the push that I need to overcome doubtful times and gives me 100% honest feedback. His will to fight his health obstacles are a great inspiration and it helps me to remain focused. If I sat around and cried about the hardships I have had and am currently going through in life right now, I’d be just another individual crying about broken dreams. Dreams cannot be broken if you never attempt to make them come true—regardless of bad situations.

About the Author

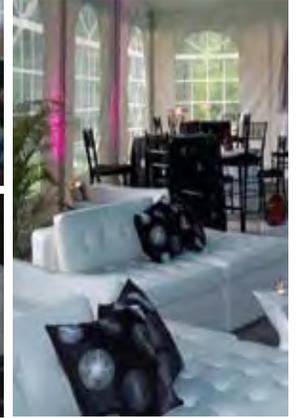
Daliana Rivera is a mother, wife, entrepreneur and a 2010 graduate of the Whitman School of Management’s Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program.

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Julie Taboulie's™ Kind Hearted "Kharisah"

RECIPE: Julie Ann Sageer, Lebanese Cuisine
SERVES: 4-6 | prep time: 20 min | total time: 40 min

{ **Kharisah: A Chickpea & Potato Fresh Herb Pattie** }

Ingredients

- 1 can (approx. 2 cups) chickpeas, rough chop
- 1 cup bulgur wheat (#1 or fine), rinsed
- 3 medium potatoes, whole, peeled, boiled & cooled
- 1 medium onion, finely chopped
- 3/4 cup flat leaf parsley, finely chopped
- 2 cups vegetable oil
- 2 tsp. sea salt
- 1/2 tsp. ground pepper
- 1/2 cup flour all-purpose
- 1/2 tsp. Kaak Spice *optional (mahlab, cloves, cumin, fennel)
- 2 garlic cloves, minced *optional

Directions

1. In a large bowl combine chopped chickpeas, rinsed bulgur wheat, onions, parsley, flour, sea salt, pepper and optional Kaak spice and garlic if you like and thoroughly mix together.
2. Then add cold mashed potatoes to the mix. Thoroughly incorporate all ingredients by hand mixing and "kneading" the mixture until you achieve a dough-like consistency that binds together.
3. Form patties by taking 2 tbsp. of the mixture, mold into a ball then flatten out with the palms of your hands to create an even pattie approx 1-inch thick. Repeat. Makes approx. 12 patties.
4. In a medium skillet, heat oil over medium heat until the oil is hot. Pan fry patties 4 at a time for about 1 minute on each side until they are crispy and golden brown. Remove from oil, place on paper towels to drain.
5. When ready to enjoy: Serve hot, warm or room temperature along with a signature Lebanese garlic dipping sauce, "Toum." This pattie makes the perfect accompaniment for breakfast, lunch or brunch!

*Julie Taboulie (Julie Ann Sageer) Lebanese Cuisine, Copyright © 2011 All Rights Reserved.



Julie and her Mom!



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By: Jennifer S. Wilkov
Survivor. Author. Collaborator.
Celebrating Humanity Gracefully
www.JenniferSWilkov.com



About the Author

Jennifer's passion for communication has led to her being a #1 radio show host, a best-selling award-winning author, a dynamic speaker, an award-winning freelance writer, a successful book business consultant and an enthusiastic entrepreneur. She survived being incarcerated in one of New York's most violent prisons after inappropriately being told to plead guilty to a crime she didn't commit by an attorney who mishandled her case. Jennifer continued to succeed as an author, entrepreneur and speaker after enduring this devastating, unimaginable experience. She knows what it takes to live the life you love in the face of any challenge. She loves to inspire audiences everywhere with the insights, knowledge and wisdom she has gained so participants take action. Jennifer fans the flames of the Human Spirit in each audience member and empowers them to tell their story, express it transparently, leap powerfully into their lives and at last live the life they've imagined.

For more information,

www.jenniferwilkov.com.

We have been leaders in the still small, quiet voice of encouragement for others – family, friends, colleagues and clients – and in our loud booming voices rising up as a group committed to and demanding change.

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When something challenges us or confronts us head on, we dig down deep and take it on with courage and competency. We must have the confidence that whatever it is, we will do our best to address each situation with clarity and our character. Whatever befalls you as an entrepreneur, you will learn much, much more than those simply working 9 – 5 for others.

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IN EACH CIRCUMSTANCE, YOU WILL NEED TO:

• REMAIN CALM

Let go of your desire to freak out before you find out what's really happening and how it affects you, your clients and your business. Call upon your wisdom and determine what you can affect and what you can't. Release whatever is out of your control. Remain focused on what you can change.

• LISTEN

To yourself and others. Be quiet so you can hear yourself and the information, advice and guidance of those speaking. Some voices are louder than others. Shift your focus to the voices that count and listen for what you need to know to determine the best decision for your next move.

• LEARN

Acknowledge that you don't know everything. If you are faced with a situation that is

uncomfortable and unfamiliar, stop. Ask a mentor or colleague for guidance and advice before you make your move. Do some research or find others who have faced a similar situation and see what they chose to do. No matter what transpires, in the end look for what you've learned. Every lesson is valuable. Each one helps us to grow and achieve more and to be a supportive resource for others.

• STAY TRUE TO YOUR CORE VALUES

Your character is comprised of the values you hold dear. Identify what's most important to you in your business relationships and your life. These are your core values. Straying from them causes internal conflicts and unhealthy compromises. Come back to your core values and approach each step toward a resolution with these in mind.

• REMEMBER WHY YOU WANTED TO DO THIS IN THE FIRST PLACE

Every entrepreneur experiences days where they turn to someone else, a spouse, family member or friend and say, "Why did I want to do this?"

In a state of enthusiasm, write a simple statement about why you do what you do and how others benefit from your work, product and service. Post it in the most convenient places: your bathroom mirror so you can read it every time you brush your teeth; in the kitchen so you can read it when you're taking your vitamins; in your wallet so you can read it when you take money out of your purse that your business endeavors provided; on the visor of your car so you can read it when you pull it down to put on your

makeup and any other place that you interact with regularly. Remind yourself every day why you do what you do and why you want to continue to do it. It doesn't mean every day is going to be a massive celebration and party. It also doesn't mean that every day you're going to feel like you're climbing up from the cellar back to square one either. Simply keep your mind set on the legacy you want to leave and the contribution you want to make to humanity with your work.

• REAP THE REWARDS

An entrepreneur's work is never done. The journey is never over. There is always someone else to serve or another service you'd like to develop, design and offer. Learn to reap the rewards of your efforts: the big ones and the small ones. As a leader, everything you do

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has rewards. Even the stuff that doesn't work houses rewards. Finding the strength to keep on going when others would give up is a reward. This is a skill set honed by countless confrontations, unexpected situations and unpleasant circumstances. In these moments, when you may feel like no one is watching or no one may care, reward yourself. Stand up and give yourself a standing ovation. Remind yourself that you're still here. Give yourself the encouragement you need to rise up and move forward.

The larger celebrations and acknowledgments bestowed upon you by others are rich and genuine rewards.

Reward yourself and enrich your experience by approaching your life and

your business without judgment. Cast aside your tendencies to reprimand yourself for situations you've never been faced with before. Leave behind the losses and fears and fully embrace the path to success and grace by focusing on what's ahead of you, not what's behind you.

Be persistent and constantly plug into your passion for what you're doing daily. It's the spark that fans the flames of the Human Spirit and your soul. It supports you as you support others and makes a difference for all those whose lives you touch with your business and mission.

As women and as entrepreneurs, whether you are just starting up or if you've "learned a lot" and continue to put one foot in

front of the other each day, remember: you have the right to remain fabulous. Always! Keep your eye on your entrepreneurial dreams and keep reaching for the stars.

As a leader, others are always watching what you do, decisions that you make and how you handle the challenges that come your way. Follow the flow of your business and make the best decisions for all concerned.

When you do, you'll always be fabulous and others will thank you and acknowledge you for your winning spirit!

You Can Do It!

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YOU CAN DO IT!



About the Author

Joanne DelBalso is the owner of No Fuss Accounting Services. Joanne is an Enrolled Agent and a Certified QuickBooks Pro Advisor with over 20 years of accounting and tax experience. She started "No Fuss" in October 2007 and was immediately drawn to its networking potential of social media websites. Joanne is an avid social media enthusiast and has added to her business services of "No Fuss" social media set up and training, as well as holding social media boot camp classes. Find out more at www.nofussaccounting.com or follow Joanne on Twitter: [nofussacctng](https://twitter.com/nofussacctng)



7 Tips to Creating a "No Fuss" Social Media Strategy

By: Joanne DelBalso
No Fuss Accounting Services

As much as we use the statement "it's who you know," we find our attention-based culture also asking the question "who knows you." Social media websites have become the standard tool for getting people to "know you." Social media is a strong venue for developing business relationships and expanding communication. Developing an effective social media strategy is key when working within this venue.

Here are seven tips to creating a "No Fuss" social media strategy:

1. SET GOALS:

Determine what you want to accomplish with your social media interactions.

For example:

- Increase sales
- Brand development
- Brand monitoring
- Increase website traffic
- Customer service

2. FIND YOUR AUDIENCE:

RESEARCHING YOUR TARGET AUDIENCE DEMOGRAPHICS WILL ENABLE YOU TO BEST DIRECT YOUR INTERACTIONS. ASK YOURSELF THESE QUESTIONS

- Who are they?
- How do they use social media?
- Who do they talk to?
- What are they talking about?

3. WHAT'S YOUR STORY?

TELLING YOUR STORY OVER SOCIAL MEDIA DEVELOPS YOUR "BRAND" AND SEPARATES YOU FROM YOUR COMPETITORS.

Determine what type of posts/interactions will build your "brand" and create trust and confidence in your expertise.

4. TIME IS MONEY:

Most of the social media websites are free to use but remembering that time is money, is it truly free?

Part of your social media strategy involves balancing the time you have and how much to allocate to research, training and implementation of your strategy.

5. TOOLS FOR SUCCESS:

Take advantage of the tools that are available to help maximize your efforts.

The top three tools I use are:

- **Hootsuite.com:** makes posting to multiple accounts a breeze as well as organizing the conversations you are following.
- **igoogle.com:** creating an igoogle "dashboard" will bring your favorite blogs and search results right to your desktop.
- **Klout.com:** measures the success of your strategy by reviewing your interactions and grading you with a "klout" score.



6. POWER IN NUMBERS:

Social media can be overwhelming at first. Start by locating and following your friends, colleagues and networking contacts.

Once you have done that, interact with them. Share their posts, comments & tweets, and they will in turn spread your posts which will allow both parties to reach a larger audience.

7. ANALYZE, EVALUATE AND ADAPT:

Set up a process for measuring your efforts and analyze the results.

This will allow you to evaluate your current methods and determine if there is a need for change. In time you will recognize what works for getting the desired results.

Planning, implementing and following through on your social media strategy will give you a great start on answering that question of “who knows you.”

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EXPENSIFY

Hate doing expense reports? We all do, but this free app is making the process as simple as possible with the ability to create photo receipts and expense reports from your smartphone device. Available for iPhone, Android, and BlackBerry, Expensify can also easily connect to QuickBooks, so your expenses are recorded as they are incurred!



KAYAK

Kayak, the popular meta-search website, has created an app that makes it easy to search for hotels, flights and car rentals even while you're away from your desk. Budding business road warriors will appreciate the airport information section, price alerts and fee table; while bean counters will appreciate that the app is free!



DROPCBOX

This is a free and easy to use app for sharing, transferring, and syncing files between computers. The cross-platform cloud storage and sharing capabilities also enables you to use Dropbox to back up and view files, listen to music, or even watch videos and access them from multiple computers and devices. Fear not what device you have, this app is Mac, PC, iPhone, Android, and BlackBerry capable!



PANDORA

We have to listen to something while we work, right? Pandora makes the list for the social features like sharing songs and stations, and ability to bring your song profiles from home, to office, to your smartphone. Bonus: you can also plug in on your commute, saving you from dull moments with bad talk radio!



ADSENSE

A streamlined app with limited tools, iAdSense gives users a quick glimpse into the current earnings from any AdSense ad for the website(s) you operate. Check the stats for today, yesterday, or monthly, with access to the past month of activity.



EVERNOTE

With this rockstar app, you can do just about anything except make your Grandma's signature soup... or can you? With Evernote you can clip audio, video, text, images, or whatever you can think of and save it to a central web repository – you can even scan photos of business cards and other docs and convert them into searchable text! Need to organize? Evernote lets you assign documents or files with tags for easy to find collections and it's available on all devices.



TWEETDECK

Stay in contact and up-to-date with your company's feed in the Twitterverse with this killer app. Its hip design lets you take your preferred Twitter experience on the go, which is the perfect way to keep up on what's most important to your company, without having to filter through the minutiae you don't want to see! Download for iPhone, iPad, Android, and BlackBerry.



YELP

For local small businesses, Yelp isn't just an option — it's a necessity. People use the app to choose where to go to dinner, where to buy clothes, and where to be entertained. Worried about negative reviews? No worries. Just fire up the Yelp app for your business and respond to customer reviews quickly and easily. You can even publish special offers and announcements – from anywhere!



ZIPCAR

A car-sharing service like Zipcar is a cost-saving, green-living, no-brainer for any business woman! The app lets you find and reserve available cars in your vicinity and the truly awesome feature is the ability to unlock your chosen car's doors and honk its horn right from your phone using the virtual key fob. Climate Cool? Absolutely.



AVERY UNIVERSAL PACKAGE TRACKER

Track shipments with most of the major shipping carriers on this single app, which is compatible with FedEx, USPS, UPS and DHL. You can get detailed carrier progress scans, estimated delivery dates and find the current location of your package on a Google map. Track up to 50 packages from multiple carriers at a time or just key in the tracking number to get on-the-spot package info for a single item without having to log in.



AT&T CODE SCANNER

Ever wonder what that alien-looking black-and-white square mark is on that product? Most likely it's a QR (“Quick Response”) code which is a two-dimensional code that can be scanned by smartphone cameras to automatically pull up text, photos, videos, music and URLs. The AT&T Code Scanner free app lets you scan both 2D (QR) and 1D (UPC and EAN) barcodes. The Create-a-Code service enables you to create codes that can be put anywhere – business cards, marketing materials, storefront windows, or use them to grant QR-savvy customers freebies and discounts!

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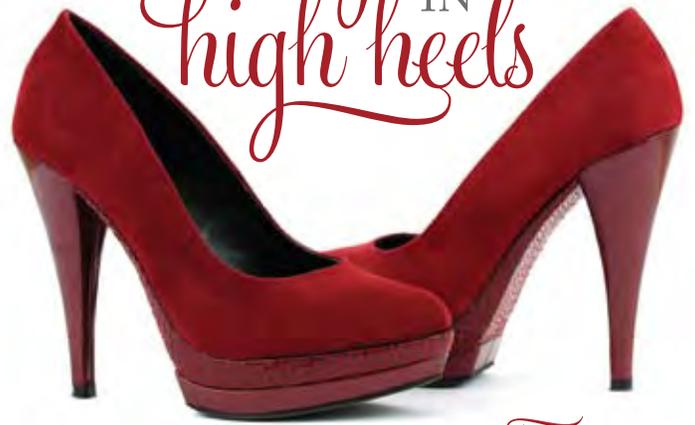
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About the Author

Georgette Nicolaidis is the owner of Cherry Street Consulting Group, which specializes in data collection and analysis for your business.

Tend and befriend. This is a natural strength for most of us women. Management research backs this up, but we already know this from our own relationships or from watching other women in theirs. If we can do this in our friendships, we can certainly do this for our businesses!

Sound mercenary? Not if it’s done well, where everybody wins!

The Basics:

Stock up on business cards before you leave the house. If you aren’t quite in business yet, create a personal card with your contact information. In Japan, it is considered good manners to carefully look over a business card when one is given to you. This is good advice for anyone. If you are like me, it might feel awkward at first to assertively hand over a business card. But don’t worry – because everybody does it! You’ll get over the awkward feeling after a few ‘handouts’.

When you get home, write down the event where you networked on the back of the card. Include other identifying information as well. Have an organized storage method for your cards. The key to successful networking is to send a follow up email within a day or two of the event, when memories are fresh.

Feeling a little nervous about attending events? Try to go with a friend. And if you’re shy, like I am, no worries! Take deep breaths. Set a goal to interact with a certain number of people at each event. You’ll find that once you meet your goal, you may have so much fun that you want to keep networking. Other times, you may meet your goal and slip away. Either way, success!

Finally, don’t forget social networking! Social media maven Joanne DelBalso (www.nofussaccounting.com) advises people to focus on three key activities in LinkedIn, Twitter, and Facebook: content, connection, and conversation. Let your personality show, she advises.

Armed with the above basics and stories of women just like you, you’re ready to start networking by setting a goal and making those connections while letting your personality shine!

Jennifer Quinton of Quinton Design Studio (www.quintondesignstudio.com), who splits her time between Las Vegas and Syracuse, NY, suggests joining the local Chamber of Commerce. She was able to find other networking groups, leads, clients, and even friendships. Jennifer also conducts presentations on why design is a vital aspect of your business communication. She reminds us, “You only have seconds to get someone’s attention.”

Stories of Success

Joan Ford of Hummingbird Highway (www.hummingbird-highway.com) has had great success at trade shows. Joan had the idea to create patterns for quilt shops so at a trade show, she introduced herself to Kate England, who creates a complementary product. Kate introduced her to a distributor. And voila! Joan’s patterns are now sold nationally and she continues to attend two large industry shows each year. “There are tremendous opportunities to expand your network,” she says. On a smaller scale than a large trade show, Joan also visits quilt shops and introduces herself to the staff. Her advice: start with people you know; ask them for help; present a well-planned idea; and ask if you can use the referral.

Baby-Boomers:

IMPACT ON BUSINESS

By: Theresa Cangemi
Medicare Made Simple

There are many reasons why it's important to understand the needs of this growing population. Baby-boomers are enjoying increased longevity due to medical advancements and healthier lifestyles—they are more active, have more money to spend, hold political clout, are more socially and culturally engaged, and want their independence. As “boomers” age into retirement, many will want to re-enter the workforce part time. For an employer, hiring part-time allows employers more

flexibility with company offered benefits. Many part time workers don't qualify for benefits, such as health insurance, and many “boomers” don't need it because at age 65 they become eligible to apply for Medicare. Everyone wins.

Seven thousand are currently retiring each day. This population explosion created a great impact on the American life and culture because of sheer numbers. As more babies were born than ever before,

their volume also created unique problems, such as overcrowding due to lack of hospital facilities, followed by a lack of school facilities and then eventually the same issues occurred for colleges and universities. As the boomers graduated and searched for jobs, their demand for jobs in the marketplace created a growing pressure. Following World War II, the economy was on the rise and thus, most baby-boomers experienced a higher quality of life than their parents who grew up during the Depression and World War II.

Baby-boomers represent the largest share of the income-earning population. Now as they begin to retire in 2010, we will begin to see a whole new set of challenges.

WILL THERE BE ENOUGH SENIOR LIVING FACILITIES, HEALTHCARE RESOURCES, AND SOCIAL SECURITY BENEFITS?

The growing needs of this population include healthcare, financial, community planning, transportation, and social services.

Over the next twenty years, it is important for the current generation to anticipate the needs of the baby-boomer generation to reduce the impact on society. In American political, social, and cultural life, “boomers” have proven to be a powerful force.

As a portion of this generation choose to work into their retirement years for pleasure and necessary income, most view themselves as fit and young. A new workforce may be discovered and employers should keep an open mind and develop recruitment and training programs for this generation as they can bring wisdom and experience. They are more engaged socially and culturally in their communities, they are healthier and more independent. They have a desire to remain this way (healthy and active) and look for ways to make a difference as they age into retirement and beyond. Additional income may or may not be necessary and many boomers look for opportunities to volunteer either part- or full-time. Leading a meaningful life is important to this generation.

As an employer, think about how you could benefit and use this generation of valuable resources to your advantage! Encourage your retirees to think about working into retirement by offering reduced hours, flex-time, or job sharing. In return, you will gain more and feel less impact to your bottom line because “Boomers” add value. Your business will experience less turnover and you can put more money into growing your business instead of recruiting, and training.

about **76** MILLION baby-boomers were born between 1946 and 1964



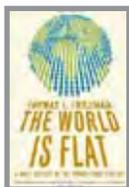
About the Author

Theresa Cangemi is the owner of Medicare Made Simple. She conducts educational Medicare seminars and enrolls those eligible for Medicare into Medicare Advantage, Medicare Supplement, and Prescription Drug plans. Theresa has worked in different facets of the insurance industry for over 20 years. She has appeared as a guest speaker, discussing Medicare, on two radio shows: WSEN/WFBL called Sunday Magazine, hosted by Sarah Gavin; and 93Q with Amy Robbins.

COFFEE TALK

By: **Connie Gregory**
Consultant, **WISE**
Women's Business Center

Book Reviews for Women on the Go



BOOK: The World is Flat 3.0, A Brief History of the Twenty-First Century

AUTHOR: Thomas L. Friedman



BOOK: Eat that Frog, 2nd Edition: 21 Great Ways To Stop Procrastinating, Improve Organization Skills, And Get More Done In Less Time

AUTHOR: Brian Tracy

WHY YOU SHOULD READ IT:

The World is Flat was published 2005 to address the “powerful technological forces” permeating the world and enabling individuals to “plug, play, compete, connect and collaborate with more equal power than ever before”. In The World is Flat 3.0, the author, Thomas Friedman, further discusses the impacts of a “flattening” world.

Explore what a “flattening” world means to you, your family, your business(es). Chapters include: “America and the Flat World”, “You and the Flat World”, “Companies and the Flat World”. Although we may not agree with some of the author’s views, this fast-paced, well-written book is an eye-opener to how the rest of the world is now competing with America in so many significant areas such as education, innovation and entrepreneurship.

It is worth adding to your library to get a view of what is happening globally and how it’s affecting all of us whether or not we’re aware of it.

IF YOU ONLY HAVE TIME FOR ONE CHAPTER: I recommend “America and the Flat World”

ABOUT THE AUTHORS: Thomas L. Friedman is an internationally renowned author, reporter, and columnist. He is the recipient of three Pulitzer Prizes and the author of five bestselling books, among them From Beirut to Jerusalem and The World Is Flat.

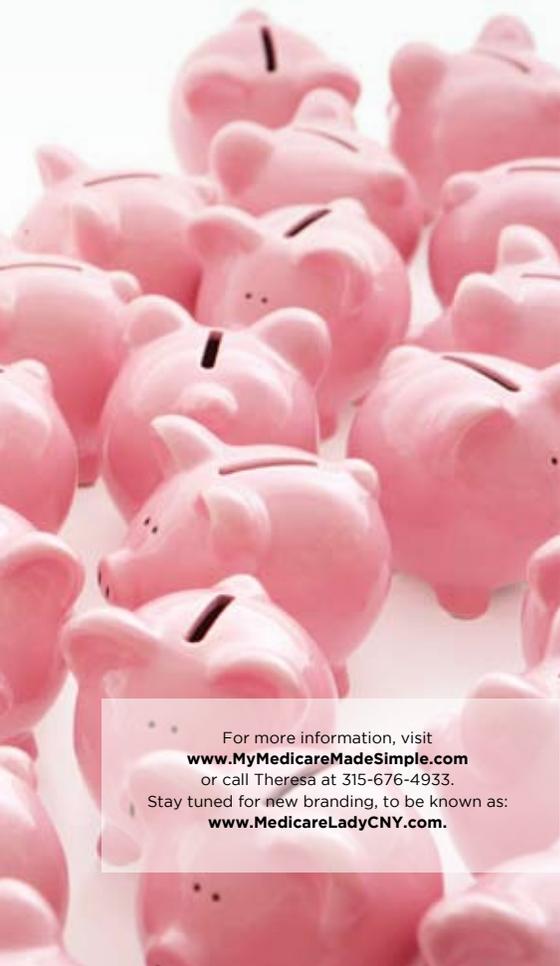


WHY YOU SHOULD READ IT:

Brian Tracy, bestselling author and speaker on personal and professional effectiveness, penned this upbeat review of things you probably already know about how to manage yourself and thus your time. Read how to procrastinate creatively, prioritize, and block out large chunks of time for concentrated work. Sure to inspire you to look at your work and play habits, make some changes and do more of what is working well. Written in a pithy fun style, you’ll not be overwhelmed when you concentrate on “eating just one frog” at a time. Great for entrepreneurs, leaders, employees and volunteers, this 125-page paperback is easy reading, fun and sure to get you moving again.

IF YOU ONLY HAVE TIME FOR ONE CHAPTER: I recommend “Consider the Consequences”

ABOUT THE AUTHOR: Brian Tracy is one of America’s leading authorities on the development of human potential and personal effectiveness. He inspires thousands of people each year on the subjects of personal and professional development, including the executives and staff of such firms as IBM, Arthur Andersen, and The Million Dollar Round Table. He is the author of 13 books and is the author/narrator of bestselling audiocassette programs, including How To Start and Succeed In Your Own Business.



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THE BUSINESS OF STARTING YOUR BUSINESS

By: Marion Hancock Fish
Partner, Hancock Estabrook, LLP

If you are just beginning a new business venture, there are many law-related issues to consider. Your network of friends and associates and your own research may help you identify at least some of the issues that might apply to you, but you will also want to consult with a lawyer experienced in dealing with small businesses.

When starting a business, consider the following important legal issues you may need to deal with.

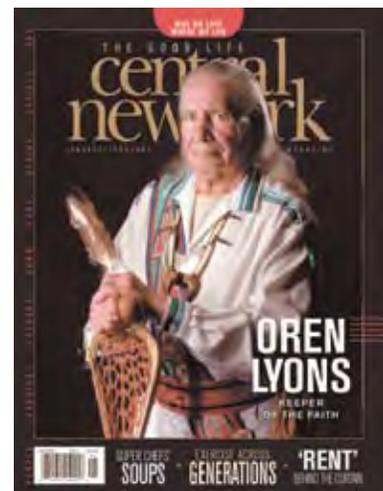
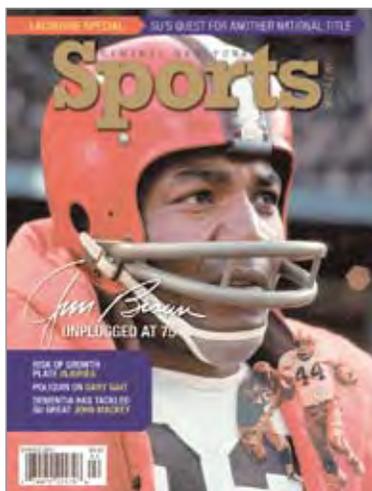
LICENSING:

Depending on your locale and the nature of your operations, New York State and local licensing may be required. For example, daycare center operators, barbers and hairdressers are required to be licensed by New York State.

PERMITS AND REGULATIONS:

County, town, village and city laws regulate a variety of small business operations. For example, many local governments require a permit for the operation of a home-based business. If your business is in the food industry there will be several layers of governmental regulations and laws you will need to comply with.

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CONTRACTS:

Be sure you understand the terms and conditions of all contracts. As a start-up, you may have little room to negotiate. Try to build in a reasonable process for renegotiation when appropriate. If your business requires a physical space outside your home, you may be in the market to rent commercial real estate. These lease arrangements can be quite complex. You will want to make sure that the specific terms of your lease support the success of your business.

INTELLECTUAL PROPERTY:

Does your work involve designs, writing, trademarks, service marks, and domain name registration for web sites that need protection? State, federal and even international laws may apply.

BUSINESS STRUCTURE:

Many new businesses begin as sole proprietorships. You will want to know the advantages and disadvantages of doing business this way. You should also be informed about other choices for your business structure. If you have a partner or your business grows, you may want to consider creating a partnership, a limited liability company or a corporation. These entities are established by filing documents with the New York Secretary of State. The right choice for you will depend upon the nature of your business and your future business plans.

WORKPLACE LAWS:

At the outset, the only person working in the business may be you. If you hire employees, however, you need to be aware of laws and rules such as Workers' Compensation, unemployment insurance, tax filings and safety laws, just to mention a few. Penalties for noncompliance in these matters can be severe, so as you hire employees you should also hire legal expertise.

TAX COMPLIANCE:

If you are a sole proprietor, the tax aspects of your business are reported on your personal income tax return. Should you form an entity such as a limited liability company, you will need to make the appropriate state and federal filings. Of course, solid bookkeeping is the foundation for all financial reporting.

As with every aspect of your business operations, you will want to be informed about projected legal fees and expenses. Make sure you have a clear understanding of the fee arrangements and request an engagement letter to outline the scope of the work. A retainer fee may or may not be required, depending on the anticipated scope of work.

This little bit of planning will go a very long way, serving the success of your business for years to come.

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POWER IN NUMBER\$:

WOMEN CONTINUE TO TAKE THE BUSINESS WORLD BY STORM, UTILIZING INCREASING RESOURCES IN CNY

By: Casey Vock

You blink, and you'll miss them.

Unabashedly confident, unmistakably creative, today's women entrepreneurs are moving at remarkable speeds – wielding innovation in any and all industries, and in the process smashing gender roles. It's not a trend, but a fact that countless successful businesses have been started by women, and many of the world's most successful companies are currently run by women, including Pepsi, Kraft Foods, and Xerox. A closer look at the numbers paints an ever brighter picture. **OF THE ESTIMATED 27.1 MILLION FIRMS IN THE UNITED STATES IN 2007, ALMOST 7.8 MILLION OF THOSE BUSINESSES WERE OWNED BY WOMEN, REPRESENTING AN INCREASE OF 20 PERCENT FROM 2002, THE LAST TIME THE U.S. CENSUS BUREAU CONDUCTED ITS SURVEY OF BUSINESS OWNERS.**

Never before have so many women stood with poise at the helm of their own ventures. And never before have women entrepreneurs as a group had so many reasons to walk tall and proud among their peers in the business community.

"Women are starting businesses and expanding businesses at a faster pace than their male counterparts in **40 OUT OF 50 STATES**," says Rachael Stanton, a Syracuse-based business development specialist and public information officer with the U.S. Small Business Administration (SBA). Working closely to help women entrepreneurs gain access to credit and business counseling, Stanton observes more women becoming aware of one of the greatest possible benefits of entrepreneurship: independence.

"Rather than working for someone else, you're your own boss, and that's often one of the main reasons women go into business," she says, noting that the potential financial rewards are an added incentive.

"Entrepreneurship can offer unlimited earnings potential. Instead of working for a salary, you can determine how much money you can make, which is a great opportunity. And another reason is that they simply have a business idea they believe they can pursue it profitably. They are willing to step away from their **9-TO-5 JOBS** and take a risk because they believe they will succeed."

The SBA is one of several organizations armed with abundant and ever-evolving resources for women who own small businesses or are looking to start a small business.

"For every risk, there is a reward," Stanton says. "And at the SBA, we're encouraging women to transition the skills, knowledge and experience they've gained into entrepreneurship." Women have heard that message loud and clear in New York State, where an estimated **7.6 PERCENT** of the nation's women-owned businesses are located. Over the course of **5 YEARS**, the number of women-owned businesses in New York increased by **MORE THAN 89,000**, bringing estimates to **NEARLY 595,000** women-owned firms in the state.

From January 2010 to January 2011, the SBA made approximately **211 LOANS** to women-owned businesses in upstate New York. Those loans totaled **\$30.9 MILLION** and helped create almost **400 JOBS** in the upstate community.

"But we can still do better," Stanton says. In an effort to reach more women entrepreneurs, the SBA is launching two new programs in the spring of 2011. Small Loan Advantage and Community Advantage Loan are initiatives that will expand access to capital for small businesses and entrepreneurs in underserved communities. "We are hoping to reach more women with these programs."

Shining Star Daycare owner Stella Penizotto, the SBA's 2010 Small Business Person of the Year in New York, hopes that her fellow business women will make use of the wealth of resources made available by SBA. In the mid-1990s, Penizotto had an idea to start a

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better daycare center. Using a home equity loan obtained by her mother to rent a building in East Syracuse, Penizotto started her first center, caring for about **32 CHILDREN** and employing **4 PEOPLE**.

Noticing the opportunity to expand, but lacking a formal business education, Penizotto ran into challenges creating a fundamentally sound business plan and obtaining additional funding. "But I didn't let anyone tell me that I couldn't do what I wanted," she says. And after connecting with the SBA, she spent countless hours with experts who helped her fine-tune the plan.

Today, Shining Stars Daycare has **3 FACILITIES** in the Syracuse area, caring for almost **400 CHILDREN** and employing about **80 WORKERS**. "I needed things that I didn't have, but I had to go out and learn how to get them," Penizotto says. "There are a lot more resources available now than when I first started, so don't be afraid to ask for help. You have to go after what you want and make it happen."

A program of the Falcone Center for Entrepreneurship at Syracuse University, the WISE Women's Business Center (WISE Center) in Syracuse is aimed at helping women to do just that: find the help they need to get their businesses off the ground or enhance their current ventures.

Each year, the WISE Center offers workshops, mentoring and training programs to more than **1,000 WOMEN** entrepreneurs and women aspiring to start their own businesses, including one-on-one counseling with about **275 WOMEN**.



"Every year, you see more and more women who are coming to the WISE Center with their batteries charged and with amazing ideas for businesses," says Joanne Lenweaver, director of the center, which is located at the South Side Innovation Center in Syracuse, an incubator for small businesses on the city's south side.

"What we've learned here is that women may have different levels of business understanding, requiring different types of support. That is

how we believe aspiring entrepreneurs can find success: sometimes they need someone to help them out. Sometimes they need a good counselor."

As more women utilize resources available to them and work to launch their ventures, together, they are making an increasingly positive impact on the U.S. economy as it recovers from the recession of the late-2000s.

The **7.8 MILLION** women-owned businesses employed an estimated **7.6 MILLION** workers in 2007, representing about **6.4 PERCENT** of the nation's workforce and accounting for **\$1.2 TRILLION** in revenue, or of the nation's receipts. Additionally, businesses jointly owned by women and men employed **8.1 MILLION** people.

In total, businesses owned by women or jointly owned by women represent more than **45 PERCENT** of all of the firms in the United States.

The growing network of women business owners is, in itself, a resource that Stanton believes offers more value as it expands.

"My best tip to a woman thinking of starting her own business is that professional and personal networking can provide unbelievable support and opportunities," she says. "An event like the WISE Symposium is perhaps the best example of that kind of activity."

AMS Model Kristin Bauer has a distinct style that is business but chic with boots and a chunky necklace.

Photo by Kelly Kane at Images by Kelly.

Style WISE



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DEVELOPING YOUR PERSONAL STYLE

By: Ann Marie Stonecypther
Owner, AMS Models & Talent, Your Better Style

When I sat down to write this article, I actually had trouble describing style. When you see someone stylish you can't put your finger on what makes them so. It's like being cool—sometimes that person just is... or is she? Being stylish (much like being cool) is about overcoming a fear. Fear that you are going to get it wrong and concern about what others will think. The good news is that fashion is more fun than fatal and the "Fashion Police" are too busy keeping up with the Kardashians to pay attention to what any of us are doing. So fear not! The following are some simple steps for getting your style on...

STEP 1: LOOK AT WHAT YOU ALREADY HAVE

Is your closet organized? It can be hard to pull your look together if your closet looks like someone turned an angry toddler loose in it. The first step is to organize your closet into skirts, pants, shirts, sweaters, jackets, shoes, boots, hats, belts, scarves, etc. and as you go, make sure you are sorting these items by color. Get rid of anything that doesn't fit, is worn out or woefully out of style. If things need buttons, hems, repairs, cleaning, etc. pull them out and take them to the tailor or cleaners. Putting together an outfit is like decorating—people tend to decorate within the same genre, and fashion is very similar. If you keep your buying in the same genre, use the rule of three* and throw in some fearless accessorizing, you will be off and running.

Once you organize and assess what you have in your closet, your style should already be starting to emerge!

STEP 2: KNOW WHAT YOU LIKE

If you have a bohemian skirt in your closet that you adore and every time you wear it you want to twirl around your bedroom like a schoolgirl, you've revealed something about your style. You are a free spirit (*and you should keep that skirt!*). With this knowledge you should shop for things that compliment your inner gypsy and that favorite skirt, such as a pair of leather boots, a pretty, flowing top and maybe even a suede jacket.

SHAKE IT UP:

If you want to shake it up a bit, go to the opposite side of the color wheel for your accessories by choosing a contrasting color, like turquoise, for your accessories. Now you've added some punch and even more style.

THE LOOK: Your look is bohemian chic, and you want to keep your palette simple, but with an edge. Stick to wearing colors in the same palette on the color wheel, such as caramel, beige and brown clothes (*picture the colors inside a box of chocolates*) with brown leather accessories and chunky wooden jewelry.



THE LOOK: Your look is classic and you want to spice up your basic black-and-white wardrobe. Simple fix!

SHAKE IT UP:

A basic black and white suit can get a quick jolt with a chartreuse sweater draped over your shoulder; you can achieve the same 'jolt' by switching out your classic black skirt for a hounds tooth version. Or if you really want to get wild, trade that basic black blazer in for a leather one. If you normally wear all solids, try adding a patterned scarf to complete your look.

SHAKE IT UP:

There are many simple ways to shake up your usual style by accessorizing. If you love your pearls, try loving them five times as much! Instead of wearing a single strand, layer on 4 or 5; swap out your tiny pearl earrings for larger, dangling ones; twist a long pearl necklace around your wrist for a bold looking bracelet. If you normally wear a thin belt inside the loops, find a wide belt to wear outside the loops tomorrow. Instead of wearing your basic black pumps with your suit, try switching them out for a pair of fabulous patent leather boots.

THE LOOK: You tend to wear the same accessories every day.

These simple rules apply whether you are bohemian chic or prefer a classic look and all styles are easy to try!

STEP 3: BE FEARLESS

Style is not a science—it's an art! Wear what you like. If someone bought you something that you hate and it looks bad on you, I hereby give you permission to not wear it. If you have something you love and you have been afraid the public at large won't like it, WEAR IT! Creating your own style is about wearing things that make you feel good about yourself. When you wear things that make you feel good, you look better immediately.

Remember, you don't have to do all of this in one day. Try out a few new style tricks and see what people say. When you get positive reactions, boldly press on! If you are really stuck, ask a friend to help or hire a professional to go through your closet or shop with you.

Discovering and creating your personal style is dynamic... start creating your signature style and have fun with it!

***Ann Marie's Rule of Three: Never buy anything unless you have three things that go with it already.**



DATES: Tuesdays, May 3, 10, 17, 24 **TIME:** 6-8pm
LOCATION: South Side Innovation Center, WISE Women's Business Center
 (2610 S. Salina Street, Syracuse NY 13205)
INSTRUCTOR: Nasha Barnes **FEE:** \$35 (Tuition covers all 4 Sessions)
PRE-REGISTRATION/RSVP REQUIRED: (315) 443-8634

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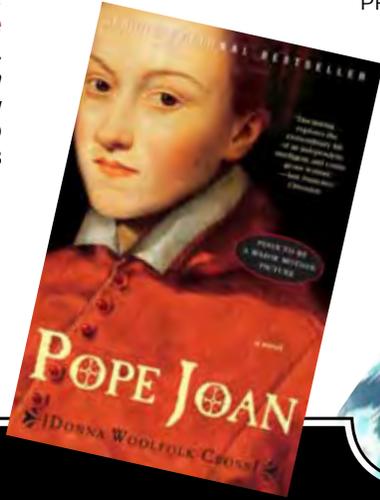
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Where to get it...
The Black Olive
PRICE: \$9



2011 EVENTS CALENDAR

Have an event to share?

We'd love to include your event in upcoming calendars! Submit event information to: **WISE Calendar of Events**
Email: WISEmag@syr.edu

APRIL

- 4/5 WISE Center Business Training Event**
South Side Innovation Center—Syracuse, NY
12:00-12:50pm
Bare Necessities of Starting a Business; free event for those interested in starting a business.
- 4/6 WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
4:30-6:00pm
Join WBOC for its monthly program which includes an informative speaker, networking opportunities and support from fellow women entrepreneurs. Visit www.wboconnection.org or call 315-320-9262 for details.
- 4/12 WISE Symposium**
Holiday Inn—Liverpool, NY
8:00am-5:30pm
One-day event for women to learn about entrepreneurship and network with each other.
- 4/14 16th Annual Room Full of Sisters**
Holiday Inn—Auburn, NY
9:00am-4:00pm
One-day event to honor and celebrate women from all walks of life.
- 4/27 WISE Center Business Training Event**
South Side Innovation Center—Syracuse, NY
6:00-7:30pm
Bare Necessities of Starting a Business; free event for those interested in starting a business.
- 4/29 Women Presidents' Organization (WPO) Annual Conference**
Westin Bayshore Hotel—Vancouver, British Columbia, Canada
8:00am-5:00pm
National organization; closed to non-members.

MAY

- 5/3 WISE Center Business Training Event**
South Side Innovation Center—Syracuse
12:00-12:50pm
Bare Necessities of Starting a Business; free event for those interested in starting a business.

- 5/3 Bella Casa Celebrity Fashion Show**
Holiday Inn—Liverpool, NY
Show starts at 8:00pm
The fashion show is a fundraiser to benefit the Ronald McDonald House Charities of CNY.
- 5/4 Women in Business Showcase: WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
4:30-6:30pm
WBOC (Women Business Opportunities Connection) features a tradeshow for women in business for its May meeting. This is a great opportunity to get the word out about your business! Contact us for table options and pricing. Visit www.wboconnection.org or call 315-320-9262 for details.
- 5/18 Auxiliary of St. Joseph's Hospital Health Center Annual Luncheon**
DoubleTree Hotel—East Syracuse, NY
The annual report is distributed, officers are elected, and the annual gift is presented to the hospital.
- 5/18 Healthy Habits for Food and Finances: Key4Women Event**
My Cup of Tea; 50 Margaret St.—Plattsburgh, NY
5:00-8:00pm
Presentation by Susan LeBlanc, owner of My Cup of Tea, with tips on easily prepared healthy meals and Kathleen Slifka, District Operations Manager of KeyBank CNY, will lead a discussion of present-day financial risks and steps one can take to protect themselves from fraud.

- 5/25 WISE Center Business Training Event**
South Side Innovation Center—Syracuse, NY
5:30-7:00pm
Bare Necessities of Starting a Business; free event for those interested in starting a business.

JUNE

- 6/1 WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
4:30-6:00pm
Join WBOC for its monthly program which includes an informative speaker, networking opportunities and support from fellow women entrepreneurs. Visit www.wboconnection.org or call 315-320-9262 for details.

SEPTEMBER

- 9/7 WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
4:30-6:00pm
Join WBOC for its monthly program which includes an informative speaker, networking opportunities and support from fellow women entrepreneurs. Visit www.wboconnection.org or call 315-320-9262 for details.

OCTOBER

- 10/5 WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
4:30-6:00pm
Join WBOC for its monthly program which includes an informative speaker, networking opportunities and support from fellow women entrepreneurs. Visit www.wboconnection.org or call 315-320-9262 for details.
- 10/13 Go Red for Women!**
Holiday Inn—Liverpool, NY
Please join us at this fun event that educates women about their number one killer: cardiovascular disease. Features health exhibits, breakout sessions, silent auction and a heart-healthy lunch. Key4Women will present "Your Financial Health". Learn what women can do now to secure their financial future. Contact Jessica at jessica.ambrose@heart.org or call (315) 234-4753 for details.

- 10/14 Auxiliary of St. Joseph's Hospital Health Center Wine Tasting**
Holiday Inn—Liverpool, NY
Annual wine tasting and fundraiser with over 1,000 people in attendance.

- 10/19 WISE High Altitude Marketing**
Crowne Plaza Hotel—Syracuse, NY
7:00am-12:00pm
Local marketing gurus share tips and tricks to jolt your individual marketing plan into high gear.

NOVEMBER

- 11/2 WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
4:30-6:00pm
Join WBOC for its monthly program which includes an informative speaker, networking opportunities and support from fellow women entrepreneurs. Visit www.wboconnection.org or call 315-320-9262 for details.

- 11/17-19 Auxiliary of St. Joseph's Hospital Health Center Follies**

DECEMBER

- 12/7 Holiday Auction: WBOC Monthly Meeting**
Genesee Grande Hotel—Syracuse, NY
5:30-8:00pm
Join WBOC for its monthly program which includes a Holiday Auction, a fun and festive night! Proceeds from the auction support scholarships for women entrepreneurs and Junior Achievement students. Consider making this your business holiday party! Visit www.wboconnection.org or call 315-320-9262 for details.

NATIONAL EVENTS

FEBRUARY

- TBD Black Enterprise Women of Power Summit**
Ritz-Carlton—Orlando, FL
4-day event
Inspirational executive leadership summit.

Note: This calendar notes meetings and events for various women's business networking groups. Some events are not open to the public and are shown to assist in avoiding scheduling conflicts with your event.

This calendar is compiled compliments of **WISE (Women Igniting the Spirit of Entrepreneurship)**
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Keep hopping forward!



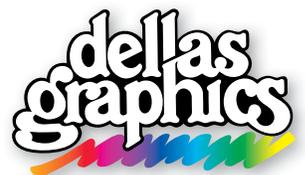
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Educational content.

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Networking opportunities.

Having access to relevant networks is important to growing your business. Key4Women invests in and sponsors events with local and national organizations that support and provide forums for women entrepreneurs to share ideas, solutions, and opportunities to help their businesses grow. These organizations include:

- Center for Women's Business Research
- Women Presidents' Organization
- The National Association of Women Business Owners

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