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Contact the South Side Innovation Center, 2610 South Salina Street, Syracuse, NY 13205 (315) 443-8634.

DREAM > BELIEVE > PURSUE

wise
WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP

WISE MAGAZINE SPRING 2010

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in this issue...

2 A LETTER FROM OUR DIRECTOR

6 COFFEE TALK
BOOK REVIEW
.....
USE A UTENCIL

4
Fantastic
Females of the
2010
WISE
Symposium



16

Style Wise

7 WISE-U
SBA

8 LEADER AS COMMUNICATOR

10 TIME TO GROW
.....
Q&A

11 WISE WOMEN



14
CIRCLES OF CHANGE:
OPHELIA'S PLACE

15
CAN YOU REALLY
HAVE IT ALL?
.....
SHOW US YOUR SMILE

18 GUILTY PLEASURES

20 EVENTS CALENDAR



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

OH BABY, BABY, IT'S A WISE WORLD

Meet our three fabulous WISE Women
Quiana, LaVerque, and Iona on page 15!



What others dream about... WISE women do!

You are holding history – a landmark publication – the premier issue of the WISE Magazine! This three-year dream publication has been eagerly anticipated by all involved; waiting to be fully developed, expanded and just plain loved. The established women entrepreneurs of WISE – board members, committee members, friends, and staff – have done this and more. They had a dream, and they made it a reality.

To create a project of this scale in the “real world”, a full staff of professionals and a timetable of months to actually create it is required. Well, we have the professionals... no question. Just look at our masthead. And regarding the required months to create it, absolutely! However, one unique feature stands out -- every page every article is the product of a wildly busy professional woman with a belief in this project. It was a donation; a volunteer project. There

was no paycheck involved; just the satisfaction of you, the reader, saying, “This is just what I’ve needed to support me!”

Now, you could say this kind of advice is available in many of the major national publications. Sure, the national publications definitely offer us some solid advice, no question. But think of it this way: each one of the contributing writers and artists is from our region. You may know these women or you may want to get to know them. Unlike national magazines, you have the option to connect with these WISE women face-to-face over coffee, not just on a blog or at a national conference. These women know your business challenges, here, in real time.

What is the goal of this publication? As established entrepreneurs, we want you to consider making your own history. The articles, case histories, and helpful hints will be

in each issue to help you jump-start your dream. Stop by the WISE Women’s Business Center at the South Side Innovation Center and we’ll help you build on your dreams. We hope this magazine and its subsequent issues will inspire, and yes, ignite! the entrepreneur within you.

It’s time to make your history. As Mark Twain put it, “Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

-Joanne



NAME Joanne Lenweaver

TITLE Director, WISE Women’s Business Center

HOW LONG THERE? 14 months (first day of school -- 01.05.09)

FAVORITE PART OF WHAT YOU DO? Using my ability to match entrepreneurs with solutions and experts, to create success.

IF YOU WERE NOT DOING THIS JOB YOU WOULD...be a full time amateur farmer.

IF YOU ARE STRESSED YOU CALM DOWN BY...getting outside. The natural world continues despite our “imagined priorities.”

THE BEST BOOK I EVER READ “The Secret Life of Bees”, Sue Monk Kidd (I wish I could say it was the Odyssey or something)

WHAT DOES WISE MEAN TO YOU WISE means a monster second chance for so many people trying to change their lives.

A WISE WOMAN ALWAYS... believes in her inner spirit and personal power.

Joanne Lenweaver is the Director of the WISE (Women Inspiring 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.



Donna Woolfolk Cross, Author of Pope Joan

I almost threw in the towel when... my publisher abandoned my novel "Pope Joan", providing NO promotion or advertising of any kind. I knew immediately what this meant: this book, a work of my heart, which I had spent over seven years writing and researching, was going to have a shelf life somewhere between lettuce and yogurt! The most disheartening moment of my life.

I'm so glad I stuck it out because... As the old saying goes, "If you want your canoe to move, you better learn to paddle it yourself!" With some marketing savvy (I learned from working in advertising way back when) and a lot of determination, I was able to turn things around. Luck—often cited as crucial to any business enterprise—had nothing to do with it. Luck was, and to some extent still is, against me. But that didn't stop "Pope Joan" from becoming an international bestseller, and now a movie. At our 130 session, I will talk about how belief in your product, identification of your core audience, and "application of seat of the pants to seat of the chair" determination can change the tide of any business venture.

Something you don't know about me is... I hate writing. What an awful, debilitating, self-doubting, "grungy-sit-in-your-pajamas-til-noon" task it is! Makes me wonder if I shouldn't have taken up something easier, like coal mining. But I turned out to be unsuitable for earning a living any other way. I agree with the writer Peter de Vries, who said, "I hate writing. But I love having written." I suffered the trials of job writing Pope Joan. But now that the novel exists, I'm glad I did it. The only thing I'm prouder of? My wonderful daughter, Emily.

The 5 things I can't live without are... This delightful question reminds me of Dorothy Parker's verse: "Four be the things I'd be better without: love, curiosity, freckles, and doubt!" Your question asks just the opposite: what do we absolutely need to have to live well? Here, absent Parker's wit (or clever rhyme scheme) is my list: good friends, good travel, good wine, good company—and above all, a good laugh!



Debbi Fields, Mrs. Fields Cookies

I almost threw in the towel when... my hopes and dreams collided with the reality of Failure

I'm so glad I stuck it out because... The Greatest Failure is to not TRY! Yes, I was failing but failure taught me to stop what I was doing and try something else... until success came

Something you don't know about me I was the First Female 3rd base ball girl for the Oakland A's and went to 2 World Series with them, was a professional water-skier, came from a family of five girls and have five daughters and am the 2010 Chair for Go Red, Memphis American Heart Association

The 5 things I can't live without are... my family, my friends, a positive attitude of gratitude, Tabasco and Chocolate



Carey Earle, Green Apple Marketing

I almost threw in the towel when... after 9/11 business seemed so unimportant and meaningless next to the lives lost.

I'm so glad I stuck it out because... I learned how to overcome fear and uncertainty and the power of believing in the hope and promise of the future.

Something you don't know about me is... I have a 300 page rough draft of my first novel.

The 5 things I can't live without are... music, my blackberry, a good book, favorite pair of patched jeans, and my family.

Fantastic Females

GET TO KNOW THE 2010 WISE SPEAKERS

Sure we know they are successful entrepreneurs, but we wanted to get the real scoop on our amazing 2010 line-up!



Lisa Price, Carol's Daughter

I almost threw in the towel many times in my early years when fear used to win for just a minute or two (okay, ten). I have the internal power of persuasion and would talk myself off the ledge. Sometimes a loved one would bring me back to the opportunities that lie in front of me and encourage me to continue. Now, when I am afraid, I am just afraid, but I don't think about throwing in the towel anymore.

I am so glad I stuck it out through every time I felt I needed to give up - because with each moment of weakness, it built character and it built my resilience. With every time that I pushed myself beyond my "comfort zone", that feeling became less awkward and the transition out of it became shorter. I appreciate falling in this space - and I look forward to the growth it provides.

Something you don't know about me is... that I LOVE "Lucy" and own the series on VHS. I've grown the collection over two years - every month I would purchase a new tape. I've been a fan since I was 18 months - even from my playpen when Lucy would make me laugh at that age!

The 5 things I can't live without are... 1 family, 2 music, 3 fragrance, 4 love, 5 television



Julie Shimer, Welch Allyn

I almost threw in the towel when... I hit a dead end in my research in grad school

I'm so glad I stuck it out because... I learned a valuable lesson - perseverance - which has been helpful many times since

Something you don't know about me is... I've visited all seven continents

The 5 things I can't live without are... Faith, Hope, Love, Food, Water, Air (Had to make it six, sorry)

WISE KEYNOTE SPEAKERS:

2003

- **Dr. Nancy Carter**
University of St. Thomas
- **Joline Godfrey**
Independent Means
- **Kaaren Johnson Street**
U.S. Small Business Administration
- **Loretta Kaminsky, CEO**
Lou-retta's Custom Chocolates
- **Peggy Piontkowski**
Sassy Scrubs

2004

- **Candice G. Brush**
Council for Women's Entrepreneurship and Leadership
- **Evelyn Echols**
International Travel Training Schools
- **Patricia Henriques**
Management Alternatives
- **Ann Michel, President**
Knowledge Systems and Research Inc.
- **Susan Preston**
Kauffman Foundation
- **Susan Scott**
Get2Hawaii

2005

- **Patricia Henriques**
Management Alternatives, Inc.
- **Wendy J. Newmeyer**
Maine Balsam Fir Products, Inc.
- **Deborah Sawyer**
Environmental Design International
- **Mary Jane Palmer**
Palmer Group

2006

- **Anson Dorrance**
University of North Carolina
- **Cordia Harrington**
Tennessee Bun Company
- **Sheila Johnson**
BET
- **Jacqueline Savage-McFee**
JACKIE

2007

- **Susan Lacz**
Ridgewells Catering
- **B. Smith**
B. Smith Enterprises
- **Seattle Sutton**
Seattle Sutton's Healthy Eating

2008

- **Maxine Clark**
Build-a-Bear Workshops
- **Robin Koval**
Kaplan Thaler Group
- **Susan Taylor**
Essence Magazine

2009

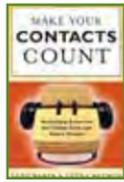
- **Emme**
EmmeStyle
- **Beth Mooney**
KeyBank
- **Cindy Solomon**
Solomon & Associates

2010

- **Debbi Fields Rose**
Mrs. Fields Cookies
- **Lisa Price**
Carol's Daughter
- **Taryn Rose**
Haute Footure

COFFEE TALK By: Connie Gregory

Book Reviews for Women on the Go



BOOK: Make Your Contacts Count: Networking Know-How for Business and Career Success

AUTHORS: Anne Baber and Lynne Waymon



BOOK: Pitch Like a Girl: Get Respect, Get Noticed, Get What You Want

AUTHOR: Ronna Lichtenberg

MEMORABLE QUOTE: “Meeting and keeping a network of powerful contacts is the most effective way to further your career or grow your business. So how can you ensure that you are connecting with the right people?”

WHY YOU SHOULD READ IT:

Follow this practical step-by-step guide for creating, cultivating and capitalizing on networking opportunities and relationships. This book shows you how to leverage professional memberships, create and follow a networking plan, cultivate current relationships, and consistently follow-up. Learn and avoid the top networking mistakes! Build your business and boost your bottom line with Make Your Contacts Count.

IF YOU ONLY HAVE TIME FOR ONE CHAPTER:

I recommend Chapter 5, “Go With Your Goals”

ABOUT THE AUTHORS:

Anne Baber and Lynne Waymon lead Contacts Count, a consulting and training firm for business and career networking. Previous books include the first edition of Make Contacts Counts and How to Fireproof Your Career.



MEMORABLE QUOTE: “You throw like a girl” used to be the ultimate in playground put-downs. As adults, however, women can learn how to pitch their ideas in a way that’s true to them.”

WHY YOU SHOULD READ IT:

This frank and often funny read helps women understand the fundamental gender, and cultural systems that affect their professional and emotional lives every day. Ronna Lichtenberg teaches women how to improve their “pitching, from warming up and preparation through execution and closing.” Learn the how “Me, Inc.” mindset enables you to get what you’re aiming for, be it a new contract, or a new venture. Great for anyone trying to score the next big thing!

IF YOU ONLY HAVE TIME FOR ONE CHAPTER:

I recommend Chapter 4, “The Me, Inc. Mindset”

ABOUT THE AUTHOR:

Ronna Lichtenberg is an author, lecturer and president of Clear Peak, a management consulting firm whose client list includes Merrill Lynch, UBS Paine Webber. Visit her website www.askronna.com.



My Recipe for Success... Use a Utensil!

By: Karyn Korteling, Pastabilities

When I started my restaurant, Pastabilities, in 1982, I was just out of college and eager to find a job. I didn’t give much thought to developing a business plan or strategy. I just happened upon an opportunity that looked like fun. What could be better than going after something that looked like fun? Knowing that downtown Syracuse needed a place to eat good food certainly helped, but overall, my being excited to open a restaurant was key. That excitement is also paramount when attracting customers or like-minded people to work with you. It’s in the sharing of your excitement that the soul of the company is formed, and where there’s soul, there’s a life and an energy that separates your company, your idea, from the rest.

Whenever I consider what I want to do next, be it as simple as a new color of paint for a dining room or as complicated as establishing a second business or location I always ask myself, “Does this (idea) excite me?” I ask myself that question more than once throughout the stages of a developing idea. As simple as asking that question sounds, it is my one, most reached for “utensil” for recognizing desire. If my desire is not there, I don’t do it. Period.

This secret utensil is useful at all the varying stages of growing a business, but especially when faced with how to handle success. In business, a common measure of success is the size of your business; small, big, getting bigger. As the pressure to expand intensifies, try evaluating prospects by using this tool as well. If the potential for growth feels like pressure coming from the outside, in, it is unlikely that your excitement is part of the equation. Keep true to your desires in life and start measuring your success by how much fun you’re having. It’s really that simple.



By: Virginia Smith

When you work for the U.S Small Business Administration like I do, you get used to receiving lots of phone calls from people requesting assistance for small businesses. More often than not, the callers are start-up entrepreneurs who aren’t really sure about where to start, who to call or what they’re looking for. People tend to ask either very general questions or super-specific. We can answer them all! The SBA is the federal agency devoted to assisting small businesses access the many services available to them.



Remember, in all these ways and others, SBA is here to assist you - just contact us and tell us how we can help. You can reach the local SBA office in Syracuse at 315/471-9393, in Elmira at 607/734-8130 or in Albany at 518/446-1118. Every day SBA and our local network of partners help hundreds of potential and current small business owners start, grow and succeed... Let us help you, too!

Get in the know

Regardless of what your business is or where it will be located, SBA can help! SBA’s Syracuse District Office covers 34 counties in Central and Upstate New York with offices located in Syracuse, Albany and Elmira. Our district staff can help entrepreneurs navigate through the process of building a successful small business. Our services include financial assistance and assistance with selling to the government. We even have staff designated specifically to help women business owners and veteran business owners! Our local resource partners - including the WISE Center, Onondaga Small Business Development Center and SCORE - provide counseling, training and information regarding starting, operating or expanding a business through one-on-one counseling, technical classes and programs.

Every great business idea deserves a supportive, helpful team to take it to the next level. SBA’s resource partners are a must for a successful team. They provide the most effective, comprehensive and timely assistance through convenient locations. Business counselors and staff members are able to assist entrepreneurs with all aspects of the business ownership spectrum, from an idea to business expansion. Visit our local website at www.sba.gov/ny/syracuse for a complete listing of our partners.



Finding Capital

The most frequent question I hear is “I need a loan; where do I find it?” To facilitate small business lending, SBA offers loan guarantees to participating lenders to encourage confidence in small business loans. Entrepreneurs work directly with SBA lenders to secure commercial loans.

Working with the Government

Oftentimes, an entrepreneur asks “will the government purchase my homemade product?” Actually, the Federal Government is the largest purchaser of goods and services in the world and small businesses are important producers of those products! SBA has targeted programs to assist small businesses in obtaining government contracts.

Another common concern heard from entrepreneurs is that “a certain federal agency’s regulations are making it difficult to run my business.” Good news - the SBA has its own office whose primary mission is to represent the views of small businesses within the Federal Government in order to impact potentially excessive regulatory burdens!

Join the **WISE Symposium** and the **WISE Center** on

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LEADER AS KEY COMMUNICATOR: The Ultimate Responsibility

By: Linda Dulye, president and founder Dulye & Co., SU'77

The past couple of years have been rough for leaders. From the government to the auto industry and all points in between executives are being scrutinized for what they say and do – and what they don't say and don't do.

Now more than ever, senior leaders need to realize their number-one job is to be the key communicator with their organization. And for good reason: The velocity, frequency and intensity of changes in the global business arena have elevated dramatically the level of uncertainty, confusion and concern in the workplace – a condition that looks like business as usual from now on.

My experience and my firm's research in the area of leadership dynamics uncovers a serious void in today's workplace. That void is the absence of genuine, direct conversations between senior leaders and their associates about their organizations' performance.

CONVERSATIONS—NOT PRESENTATIONS. THAT'S WHAT'S MISSING.

PowerPoint charts delivered through big road show productions can't cultivate the rapport and relationships that bridge people from different levels, work groups, cultures and locations.

However, clearly defined roles and responsibilities of leaders as key communicators are Missing in Action. Somehow, the act of holding a meeting with a PowerPoint deck has been equated with communications excellence.

Sure, meetings are important. When done right, they are a tremendous forum for information exchanges on all kinds of topics and for teambuilding and camaraderie to grow. But far too few meetings earn four-star ratings. And meetings don't transform managers into effective communicators. The experience of wasting 60 minutes trapped in a meandering monologue disguised as a "team meeting" validates that point.

Dulye & Co. research shows time and again that direct managers are employees' most-trusted information source. As a result, managers must

take this responsibility seriously and be accountable to their teams. Sound overwhelming? It doesn't have to be.

The good news is that you can learn the basic communications principles you need to be an effective and, most important, trusted leader. We'll share some of the most essential practices you can apply starting today.

LISTEN UP

One of the most common misconceptions leaders have about communicating with employees, customers or other key stakeholders is they think being a better communicator means talking more. Quite the opposite, in fact. As a leader, the essential skill you need in your communications toolkit is the ability to listen.



Our research indicates there's too little listening going on. What's getting in the way? Not surprisingly, time. Schedules are on overload and most organizations are running lean. Nevertheless, the cost of not listening to your team can be drastic. So, how can you make time for listening? By doing exactly that: build-in listening time to staff meetings, workplace walk-arounds or other regularly scheduled sessions. Make "listening time" a specific item that participants can see on the agenda.

Here are some ways to make listening time valuable:

- **Arm yourself with open-ended questions** such as "What do you think we can do better to serve our customers?" or, "What's the latest rumor people are talking about on the plant floor?" Avoid questions that will produce one-word answers and stifle discussion.
- **Stay focused.** As tempting as it might be to jump right in and comment on what you're hearing, listen to everything a person has to say before you respond. For some, speaking up is a frightening thing. If you interrupt or challenge them before they finish, you'll discourage them from offering feedback in the future.
- **Ditch the BlackBerry** – for a while anyway. If you ask for feedback and then glance at your phone or start typing an email, you've shown that you

don't really value the team's input. Turn off the BlackBerry and give the meeting your complete attention.

• **Send positive signals.** Convey in your body language that you're listening. Folding your arms across the chest indicates that you're defensive and not ready for open, honest feedback. Instead, nod as you're listening; inject brief comments such as "I hear what you're saying"; take notes.

Perhaps most important is to remember that not only do you need to make time to listen, but you need to understand that it will take time for you to build these skills. Take this responsibility seriously, but cut yourself some slack, too. You'll get good at it sooner than you think.

WALK THE TALK

Chances are, you're asking people to tighten their belts and take every opportunity they can to reduce costs at your business. Over the past 18 months we've heard from clients about travel restrictions, limitations on attendance at industry and professional conferences, deferring events and hiring, canceling summer college internships, and the list goes on.

As a leader, are you holding yourself to the same requirements? What you say and what you do – walking the talk – says a lot about you as a leader and has an enormous impact on your credibility. An attitude of "do as I say, not as I do," sends a signal to your team that the rules everyone else abides by somehow don't apply to you. And that's a bad message.

So what's a well-intentioned leader to do?

- **Do what you say.** If you've asked everyone else to buckle down, you do the same. Get cost-saving ideas from your leadership team and employees. What can we

do without? What can I do without? As a leader, all eyes are on you, so make sure that you let people know what you're doing to comply with your own directives.

• **Give them something to talk about.** People are going to talk anyway, so why not give the water-cooler crowd something that will make a positive impact on the business? When you get your leadership team together, put an item on the agenda to discuss the team's compliance to directives. Perhaps someone held a video conference or a web meeting rather than flying to Cleveland and staying in a hotel. Talk about it – and have team members share that information with direct reports. Passing along real examples provides guides that your organization will emulate.

Recognize individuals' efforts.

Want to make a big impact? Get out of your office, walk through the corridors and find the person who attended the web meeting instead of going to Cleveland. Shake that individual's hand and say, "Thanks. I appreciate your support." Five words go a long way towards motivating that individual as well as others.

Need to deviate? Fess up.

Things come up and, sometimes, you need to not do what you asked others to do. Well, you're the boss so that's okay...right? Wrong. Remember, your credibility is at stake. When you have to do something different, let people know why. At the weekly staff meeting, let everyone know what you need to do and why you're going to do it. Then have your staff share the information with their people so that you maintain your credibility.

Get creative.

If you need to deviate, see if you can consolidate several tasks and accomplish several things at once. Maximizing your investment is another good example to set for the folks back in the trenches. Plan your time so that you make the

most of every minute and then share that experience with others.

When you do those tough things that you've asked others in your organization to do, it lets people know that you're serious. It gives them the proper incentive to follow your lead. And it goes a long way to creating the environment of trust and teamwork that is so important in lean times, when "do more with less" is more than a cliché – it's reality.

VIEW FEEDBACK AS A GIFT

Even though you're working on your listening skills it's natural to wince at the terms "employee feedback." Still, for every complaint about the break room temperature, there could be two or three gems that can help you improve the organization's performance. Here are some ways that you can look at feedback through a different lens:

• **Be gracious.** At some point, we've all unwrapped a gift only to discover something we wouldn't use, wear or buy for ourselves, right? You wouldn't say, "Wow, I don't like this" to the person who gave you the gift, so you shouldn't shoot down ideas and other feedback from employees, either. Accept the feedback as you would a gift; even if that means setting it aside for a while before realizing its value.

Be open-minded.

Just because a friend or relative has a track record of quirky gift giving doesn't mean you suddenly stop accepting gifts. Same goes for feedback from a regular provider of comments. When an employee approaches with an idea, don't pre-judge it. Listen carefully and respond appropriately. As tempting as it may be to shut down an outspoken person, always take the high road.

• Say Thank You.

Not everyone feels comfortable sharing feedback. So while it's important to say thanks to everyone that weighs in on a topic, it's especially important to thank employees who step out of their comfort zone and speak up.

The bottom line: Change how you view feedback and you'll transform the value you get from it.

TAKE CONTROL

Today, more is expected of leaders than perhaps ever before – and certainly more than in recent memory. And in this constantly shifting environment there are many factors that are out of our hands. That's why it's critical that leaders take hold of the things they can control, starting with how they communicate with employees, customers, the public and even a board of directors.

By listening to what your stakeholders have to say, aligning your words and actions, and using feedback as secret weapon, you can reshape communication from a mere skill to a powerful competitive edge for you and your organization.



About the Author

A former communications leader for GE and Allied Signal, Linda Dulye founded Dulye & Co. – formerly L.M. Dulye & Co. – in 1998 with a business process approach for improving communications effectiveness. She is internationally recognized for using 2-way communications, employee engagement and disciplined measurement to create the Spectator-Free Workplace® that delivers increased business performance at some of the world's most admired companies.





TIME to GROW

By: Amy Isca—ISCA Design

Our reasons for becoming entrepreneurs vary from person to person. For some, it is a deep passion for a product or service. For others, myself included, it starts out of pure necessity.

As timing would have it, six years ago I found myself in the middle of a corporate layoff. That very same week I learned I was expecting twins. Looking like a beached whale, I was pretty sure that despite my college degree and years of experience, no one was going to hire me for at least the next nine months. That said, the cost of day care for twins would make returning to work pointless— indefinitely. Having to hand over my entire paycheck every week to someone else to have the honor of raising my children made little sense to me. I knew then that I would be staying home with my children, while somehow still earning a living. Not only was it vital that I contribute financially to my household, I really loved my career and had no desire to give that part of myself up! What started then as freelancing on the side has now evolved into my very own small graphic design business.

People ask me all of the time “how do you balance the role of motherhood with being an entrepreneur?” The truth is that working for myself, from home, with three children is a handful. My hours are irregular, my house is never clean for more than five minutes, but yet somewhere between diapers, homework and newsletters, I manage to get it done. Sure - it is chaotic, and yes, there are days when I can't even find the time to shave both legs, but there are also some great rewards. Working from home allows me to stay close to my family and there is no place I would rather be. At the end of the day I am a mom; I make no excuse for that, especially to my clients (*many of which are mothers themselves.*) For me, it is not about balance - it is about knowing what my real priorities are and honoring them every day. I will never miss a school play for a business meeting or a family game night for a networking event. The real challenge for me was accepting the fact that I did not want to grow my company for a number of years.

Now, I would be lying if I said it was not slightly envious at times as I have seen friends and colleagues rent office space, hire employees, and secure large accounts. Yet it takes no more than one smile from my kids (*3 of them now*), to know that this was the right decision for me. Yes, there are compromises and trade-offs, but I feel that true success is not solely measured by the size of your business. I also believe that you don't have to choose one or the other as long as you accept where you are at in your life and know that it is ok to give yourself, and your kids, time to grow. In a few years, as circumstances change - I may re-examine my objectives but for now I am content right where I am.

Q&A

You have questions...the experts at WISE have answers! Just send your questions to wisemag@gmail.com - Subject Line: Q&A.

Q: *I have a business idea – what do I do next?*

A: Get clear on what you want to do with this Big Idea! Do you want to sell a million? Sell it to Donald Trump? Think specifically about your goals and then talk to a counselor, a mentor, a businesswoman with a ton of experience.

Q: *Can I get business loans if I have bad credit?*

A: Nothing is impossible with hard work and determination! You may need to dig in and repair that bad-girl credit. This means you may need to put your dream of entrepreneurship on hold for a few years while you do this; but yes, you can do it! You will be in a much better place to begin a business with good, solid credit.

Q: *I have been in business for 5 years and did not write a business plan when I started. Why should I write one now?*

A: Hey, if you don't have a plan - they say—any road will get you there! Think of how much further along your business could be if you had written a plan. Also, even if you have written one, business plans are “living documents” ready to change with the winds of your newest ventures!

Q: *My business is really growing and I need to hire my first employee! What should I do first?*

A: Congratulations! You are going to begin a wonderful journey of working with a team that you are now creating! It is so energizing to empower your hand-picked performers and know you are all reaching team goals. First of all, talk to your accountant to set up a solid system of compensation and then find a human resources professional to help you write a job description. This is only the tip of the iceberg in some ways but once you take your first step, you will begin to collect the information necessary to satisfy rules and regulations.



By: Joanne Lenweaver

So, what is the WISE Women's Business Center? I call it the 364-day-per-year-answer to the single day WISE Symposium question, 'What's next?' Our Symposium ignites, and our WISE Center keeps that fire going!

training and counseling on a wide array of topics help women start and grow their own businesses, especially in economically disadvantaged areas. Each center focuses on woman-based programming, counseling and mentoring. Our Center is unique in that it is match-funded by the Falcone Center for Entrepreneurship at the Whitman School of Management.

That's the nuts and bolts of the center's structure, but the real question to ask is how are we doing? Are we making any progress in helping women create individual wealth? Are women kicking butt out there?

After close to four years of helping women, the WISE Center is proud to say that Yes, we are making a difference. We annually counsel more than 275 people (men and women) and train more than 1,000

people in classes and workshops. We've conducted weekly roundtable sessions with more than 30 women to discuss topics affecting their businesses fostering great success and support for one another. Now, it's great to hear these amazing numbers, but I also like to hear the great stories as well; the big “wins” women entrepreneurs are feeling in Central New York. These stories are about the woman who strives to

honor her deceased mom with a new medical business; the woman who opens her dream diner; the woman who cries with relief to know there is a possibility of re-starting the business she's worked for since she was 17 years old.

How can you be one of these women who are making their business dreams come true? First, walk through our door at the South Side Innovation Center. We'll take it from there. Then it's up to you to put in the hard work. But know this: the WISE Center is here to support you and your dreams. The thousand-mile journey starts with a single step!

The WISE Center annually counsels

275+

men and women, trains

1,000+

people in classes and workshops

and conducts weekly roundtable

sessions with

30+ women

After the passage of the Women's Business Ownership Act of 1988, more than 100 woman's business centers in the U.S. now exist. The WBC's are funded through a grant from the federal government through the Small Business Administration (SBA) and are overseen by the Office of Women's Business Ownership. Through the management and technical assistance provided by these centers, comprehensive

When people ask where I'm working these days, I proudly tell them The WISE Center. And after they ask how many fitness centers I'm running for the “Y” I quickly tell them, “Not the “Y” but WISE: Women Igniting the Spirit of Entrepreneurship! Their enthusiastic response is the same since they know I love entrepreneurship and I love seeing people succeed.



DREAM

QUIANA SEYMOUR
QD'S HOME COOKIN' DINER

A true WISE entrepreneur, Quiana first got the idea to open. Armed with a dream and the determination to make it a reality, Quiana visited the WISE Center two years ago. She was able to take classes and meet with counselors who guided her through the process of starting up. After some trials and tribulations, Quiana connected with the right people to help her dream of opening a diner where families and friends could relax, unwind and enjoy some yummy home-cooked food or a cup of freshly-brewed coffee. Quiana's passion and drive was the recipe she needed to make her dream become a reality... and a tasty one at that!

This past fall, QD's Home Cookin' Valley Diner held its grand opening and has been open for breakfast and dinner ever since. Daily breakfast and lunch specials are served, and catering is available (think authentic home-cooked meals where a breakfast includes a large, hot plate with eggs, bacon and home fries and where lunch is a good old-fashioned egg or tuna salad sandwich with the fixins!). Visit the diner at 4710 South Salina Street in Syracuse, NY 13205.

During her 20-year tenure Christie, the woman who had never planned on working for her father's business, managed to turn it into a global company and iconic brand.

Women on Top: Conquering a Man's (Business) World

By: Sunaina Swaminathan

When you think of Playboy, one person comes to mind: the infamous Hugh Hefner. However, it was really Hef's daughter Christie who grew Playboy Enterprises to become an internationally-known and highly successful brand.

When people think of Playboy, it's tough not to have some stigma in your mind, whether it's of a revolutionary or a controversial nature. Love it or hate it, it's an extremely successful business, and it got to be where it is today through Christie. Christie Hefner means business, and as Hugh's daughter and former chairman and CEO of Playboy Enterprises Inc., she didn't let anything stand in her way of getting the job done. Hefner became CEO of Playboy Enterprises at the young age of 29. During her 20-year tenure Christie, the woman who had never planned on working for her father's business, managed to turn it into a global company and iconic brand.

Just to name a few accomplishments as CEO of one of the most powerful, yet controversial companies of its generation, Christie oversaw the global expansion of Playboy's legendary brand to a wide array of new platforms and markets, transforming the domestic publishing-based business into a global multi-media and lifestyle company. She also played a key role in getting the company to a good financial standing and successfully re-structured the operations and initiated the company's highly successful electronic expansion. Playboy.com is now a profitable multiple-revenue business with e-commerce, premium content, advertising and online gaming.

In a recent visit to Central New York, Hefner spoke to students at the Whitman School of Management at Syracuse University. Her presentation focused on how women handle business in a corporate place and she gave insight on how to manage gender politics within a corporate environment. She gave advice to the young women at the event on how to interact with business people who may not be used to dealing with women in positions of power, noting the importance of tempering behavior accordingly and adapting to different working situations. She commended the formation of the recently-established 'Women in Business Club' at the Whitman School, noting that it is vital to be exposed to outstanding networking opportunities: "I don't think you should ever stop meeting people. I don't think you should ever stop learning."

In addition to growing the Playboy Enterprises into a legendary world-famous brand, Hefner is a woman who really does it all. She has been involved in countless numbers of initiatives, boards and projects, ranging from helping non-profits to advancing women entrepreneurs. Hefner was the first woman elected to the Chicago chapter of the Young Presidents' Organization and is currently working on the national report 'A Woman's Nation,' which is focused on capturing an up to date report on women's development and seeks to remove existing gender barriers. She is a woman of power and a true inspiration for anyone aspiring to become a global leading lady!

Whitman Women in Business (WWiB) is one of the Whitman School of Management's newest organizations. The student run organization's objective is to provide a forum for the Whitman community to engage in a dialogue in women's involvement in business and leadership. Since launching in October 2009, WWiB has hosted numerous Executive Breakfast Chats with female executives who are eager to encourage women's involvement in the business community. The inaugural breakfast chat was lead by Christie Hefner former Chairman and CEO of Playboy Enterprises. WWiB's active involvement in the community is both exciting and inspiring. Look forward to announcements on other slated events.



5 THINGS YOU DIDN'T KNOW ABOUT PLAYBOY:

- The Playboy magazine was originally going to be named as 'Stag Party'
- Playboy's first issue went on sale on December 1953 and it sold 54,175 copies at 50 cents each
- The first magazine had 44 pages and had no date on it (reason being that if it didn't sell at first, they could distribute it beyond normal monthly magazine standards)
- The original mascot was a buck instead of the now-iconic bunny
- Playboy launched into TV in the year 1982, the same year Christie Hefner stepped in as CEO



BELIEVE

LA VERGNE HARDEN
CNY VISION

La Vergne Hardin lives for the moments she can capture. As a photographer, she sees the world as a place to document, to tell a story and she helps others see themselves in a different light. She believes people choose her service because it helps them capture a moment in time. Her faith and creativity allow her to do what she loves and to make her hobby become her business. Apart from her family and children, the camera gives her instant happiness. She is always looking to tell the next story and has volunteered her time and expert eye at many events so that

the moment is captured and can keep telling its story, even after the moment has happened!

La Vergne began pursuing her business dream since 1995, but it officially took off in 2002. She is extremely grateful to WISE to push her and help her turn her dream into reality. Her dream is to provide young adults with a new lens by which they can view their world and see the future. She is on her way to making that happen; one photograph at a time.



PURSUE

IONA BINGHAM
CARIBBEAN KING

My journey to "CARIBBEAN KING" took me from Jamaica to NYC - by way of the Bronx, Queens, Brooklyn and the United Kingdom. I have gleaned a wide range of experience and skill through my various career fields (from Teacher, Registered Nurse, and Financial Advisor) in preparation for my arrival in Syracuse to embark on this new restaurant business opportunity.

Upon arrival in Syracuse, I came across the most unique organization in business Empowerment called WISE. This organization has been with us from the early stages, providing the most supportive environment for women in business and embracing entrepreneurialism. Under its instrumental leadership, WISE has provided a wealth of information, resources and exposure for myself and other women in business. Some of

these include group socialization and networking, meetings and roundtable discussions.

I can assure you WISE is making a difference at the South Side Innovation Center, within Syracuse and across the entire CNY region.

Iona Bingham started Caribbean King in Summer 2008; you may have had a chance to sample the food at the annual Taste of Syracuse and Juneteenth events last summer. The restaurant serves up a delicious combination of Caribbean and soul food, from Jamaican jerk chicken to fried plantains, calaloo, curry dishes, saltfish, seasoned greens and much more. Visit Caribbean King at 109 E. Seneca Turnpike (at the corner of South Salina Street) in Syracuse, NY 13205.





BE INSPIRED.
LEARN.
SHARE.

NOT-FOR-PROFIT
Ophelia's Place.

Circles of Change.

I never intended for Ophelia's Place to be what it is today. I simply wanted to provide a safe place that would fill the gaps that existed.

However, the organization seems to have taken on a life of its own and I've been trying to keep up. It all started in 2002 when a reporter convinced us to share our story. We had two daughters that were battling eating disorders, and I questioned how I could expose our family so publicly. After much prayer and consideration, we decided that we didn't have a choice; that it was the right thing to do. The rest is history. Eight years ago, we started with no money, building, board of directors, mission, staff, or blueprint... just a vision of what could be.

Eight years ago, we started with no money, building, board of directors, mission, staff, or blueprint... just a vision of what could be.

Ophelia's Place began as a resource and support center for those impacted by eating disorders – the only agency of its kind in the nation. We have seen firsthand the devastation of these diseases but we've also seen the far-reaching impact of disordered eating and body dissatisfaction. So, we've broadened our reach. We've learned that it's not a far jump from bashing our bodies to abusing our bodies. Each is costly, and has critical consequences. It affects our education, our dreams, our relationships, our

health, our lives. It limits our potential. Every single day we wage war against our bodies with negative comments and dieting... all to reach unrealistic, unsustainable expectations. Our worth is not defined by the size of our jeans or a number on the scale. Why do we act like it is? Enough! It's time to surrender. It's time to gather our circles of BFF's... the ones that make us laugh so hard we pee our pants; the ones that dance with us, walk with us, cry with us, pray with us, dream

with us. It's time to gather our circles of colleagues... the ones that believe in doing the right thing because it's the right thing to do; who use their influence to create change; who love to take risks, break the rules, are perhaps a bit dangerous. It's time to start a new dialogue, throw away the scales, stop buying magazines that make us feel bad about ourselves, stop counting calories, skipping meals, dieting, and talking bad about our bodies or anyone else's. Let's exercise because it feels good to move our bodies, buy what fits and is comfortable, embrace our size, tell our doctors that our health is not defined by our BMI or a

number on a scale, advocate for others who need our voices. Let's celebrate our bodies. That's what Ophelia's Place wants more than anything... women who are willing to change the conversation, to become part of a movement that defies stereotypes, celebrates diversity and screams, "I am beautiful just the way I am!"

Like I said earlier, I've been trying to catch up since the beginning. And although we still have no money and the shame and stigma still exists, we do have a building. We do have a board of directors, we do have a mission, and we have created the blueprint. Most recently Ophelia's Place opened Café at 407, a creative way of funding this little non-profit. Sustainability, I'm beginning to understand, is important in the non-profit world. Who knew you couldn't pay the mortgage with passion, purpose and determination? Not me, but what I do know is that passion, purpose, and determination are a good place to start.

So grab your circles of BFF's and be part of a ripple effect that changes the norm...

Imagine the possibilities.

MaryKella Clark

"Be the change you wish to see in the world."
-Gandhi



CAN WE REALLY HAVE IT ALL?

By: Wendy Meyerson
www.nature-tyme.com

Do I have your attention yet? Did you think I was going to discuss how to balance home, work, kids, relationships, or school? Nope! I want to share with you that you can have it all (*safety AND beauty*) in the health and beauty products you use.

Can you imagine by the time you leave your house in the morning you can be exposed to over 24 chemicals (*think about it!*) in your shower alone – shampoo, conditioner, soap, shaving cream, then moisturizer, facial cream, toothpaste, deodorant, make-up – and you haven't even left your bathroom yet!

TO AVOID...

The FDA does not approve personal care products before they reach the shelves; in fact, cosmetics are among the least-regulated products on the market, so the need for you to be educated and informed is paramount! The skin is our largest organ and approximately 60% of what you place on your skin is absorbed in your body!

Some key ingredients to watch out for and avoid include: Sodium laureth sulfate (*a skin irritant used in product testing labs*), Phthalates (*a product that mimics the body's hormones*), Propylene Glycol (*called humectants in cosmetics*) and Parabens (*preservatives used in cosmetics*).

TO TRY...

I was once afraid to shift to natural products, fearing that they would not give me desirable results. I was wrong! I promise you will find better results with chemical-free products!

Some of my favorite natural ingredients in cosmetics and beauty products include Grapefruit Seed Extract (GSE) for a natural preservative, Aloe for the ultimate skin care treatment, Shea Butter for nourishing the skin with Vitamins A, E, and F, and Vitamin C (*L-ascorbic acid*) to fight wrinkles and fine lines.

TO LEARN MORE...

By trying some of these chemical alternatives, you will be amazed at how beautiful you look and feel.

To learn more, check out:
www.safecosmetics.org



SHOW US YOUR SMILE!

WISE women know it's about looking good & feeling good!

"The following will make you smile and FIRE YOU UP... It's a better JOLT than caffeine!"

Success is not the result of spontaneous combustion. You must set yourself on fire e If your competition does 50 push-ups, you do 51 e If they go the extra mile, you go the extra 10 e If they are fast, be faster e Be extra creative e Don't promise results, get them e If they have the bigger hammer, you have the sharper nail e Don't solve problems, anticipate them e *If they are smart, be brilliant* e Treat every challenge as an opportunity e Know that well done is better than well said e That it is not just the hours you put in, but what you put into the hours e Let others dream of worthy accomplishments. That's okay. You stay awake and do them e Believe you can't be beat, and you won't be beat e There is plenty of room at the top, but not enough to sit down e It's easy to put these words down on paper. Now, put them into practice e Propel yourself as far as guts, talent, and vision will take you e Whatever it takes e Not fancy words, just real ones

By: Tim Smith
www.Smile-Therapy.com

"Image is everything and having the brightest and whitest teeth are a must."

Your smile exudes your confidence and demands attention for others to notice. When you present yourself in any business situation, the first area noticed is your smile and appearance. It is important to make an outstanding first impression; this will trigger a more confident conversation. Having that smile with brilliance will radiate into accomplishing your business goals.



*Recipe for a white smile:
So easy to do at home!*

Twice a week, brush your teeth very thoroughly by dipping your toothbrush into hydrogen peroxide and then baking soda, creating a paste. Be careful not to expose the precious gingival (gums) to the solution for a prolonged exposure. Angle the toothbrush away from the gingival and stroke down to remove sediment and plaque. Take your time and perform this for each individual tooth and you'll be on your way to a whiter smile in no time!

By: Dr. Zina Berry
www.berrygooddental.com

Style WISE

FASHION RULE #1

If it doesn't fit- you must let it sit.

FASHION RULE #2

No Closet Orphans! Don't buy it unless you have pieces at home to match.

By: Annmarie Stonecypher

What to wear? What not to wear? That is the question...

Who would have thought getting dressed could be so complicated? The thing about style and looking good is that it is easier than most people think. It's about being comfortable with who you are and not trying to look like someone else. You can pick parts of someone else's style you admire and make it your own, without having to completely clone them. In the end, you want a look that is unique to you and allows you to work with things you already have in your current wardrobe (and presumably already like) to develop and enhance your own personal style.

Q:

Do clothes that are a size smaller make you look thinner?

A:

Not even in your car's side view mirror does this illusion exist. However a great fitting wardrobe is the first step in creating your most stylish look.

Wait, there are rules?

When it comes to fashion I am not really a "rules" person but there is one rule that cannot be broken: clothes must fit properly. If something doesn't fit, rack up some karma bucks and a tax deduction by donating it, or orchestrate a swap party with your friends. Fashion myth number one: clothes that are a size smaller make you look thinner. Not even in your car's side view mirror does this illusion exist. If your pants or skirt don't fit (which will be the foundation of your outfit) they will not look good, and neither will any item you pair with them. Ladies, we all love to see the smallest possible number inside the waistband of our pants, but until manufacturers start putting them on the outside of our clothing, let's not shoot ourselves in the foot. Size matters. Having a great fitting wardrobe is the first step to creating your personal style.

Which leads us to another one of my "rules": Don't bring anything home if you don't have two or three things that you can already wear it with. How many things do you have in your closet right now that you have never worn because you didn't have anything to match? Keep this rule in mind when you go shopping and it could save you from creating more orphans in your closet and also prevent over-spending.

The Basics...

Every wardrobe needs some great basic "must haves" that you can add to every season; that way you're not constantly replacing your wardrobe every three months and spending a fortune. These things include: a pair of classic black pants in a medium weight, a black dress (ahem, or two) and a great black skirt. If this year's skirt is mid-thigh and that's just not the length for you, then for goodness sake don't wear it; find something that fits your body and makes you look and feel great. If you're looking to maximize the slim look in a skirt, consider adding dark hose and a dark shoe or boot --- these two wonderful items worn in tandem can give you a slimmer look and hide a multitude of things that your Zumba instructor doesn't even need to know about!

Once you have your key pieces (especially the black ones) the key to not looking like a funeral director is mixing things up. Try pairing your black pants with an interesting blazer (try a pattern like houndstooth, herringbone, or even colored leather). This is where you can really score some bargains, as separates are cheaper than suits. Be constantly on the lookout for these types of pieces. If you do decide to wear black with black, remember to wear a different texture or shape to make it work (see the photos for ideas).

In addition to the must-have great-fitting items in black, try substituting a cream color and all of the same rules can apply. Remember to have shoes and boots to go with all of these items (I favor heavy on the black shoe and boot in about every permutation of heel and buckle, but we all have our vices!)

No wardrobe is complete without some different style/textured white and cream shirts and blouses, but keep in mind the 'fit rule' here. If you are busty, make sure that all of your buttons close with no gaps in the front before you take them home. No amount of pearls or accessorizing can make that look work.

Spice it up...

Once you have all of your basics in place you can start adding items (think belts, scarves and necklaces) and begin to pair things up and see what looks good together. Be fearless here and you will be pleasantly surprised with what you come up with! Add a belt to a blazer or wear a beaded sweater with your skirt instead of a jacket; drape a sweater instead of a scarf over a blazer; add jewelry in multiples to a lapel... the sky is the limit. These additional items and accessories are the pieces you can change for the season - your basics will stay put. If you are going to indulge in a fad, for example a leopard something, make it above the waist (like a sweater, scarf or belt) and not below the waist like a skirt or pants (paging Peg Bundy).

We all want to look good and spend less. Start with the basics and then add some panache and create your own individual style. Remember: Don't buy something unless you have pieces at home to match already and no matter what - if it doesn't fit, you must let it sit.

Fashionably Yours,
Ann Marie Stonecypher
Stylist & Image Consultant
AMS Models & Talent
www.yourbetterstyle.com
Q: ams@yourbetterstyle.com

ONE GREAT DRESS... ENDLESS POSSIBILITIES!

Start Here!

1



Add a belted blayer for a fierce business look.

2



Rock your dress with leather and tall boots!

3



Make a statement with a bold print coat!

4



5



Spice it up with a bright color!

6



Basic black on black gets a hip style and shape.

7



Use accessories and texture to create a look for a night out on the town!

Chocolate and jewelry combined
...brilliant!

Solid Chocolate Ring with Gem

Where to get it...
www.promisechocolate.com
PRICE: \$12.95 each



With a name like this we
could not resist!

"Believe it, Do it!"

Nail polish
Nicole by OPI
Where to get it...
Target
PRICE: \$6.99



Break away from black for spring!

**Glazed Chartruce
Leather Bag**

Giani Bernini
Where to get it...
Macy's
PRICE: \$85.00



The perfect sunshine shade!

**Sunburst Mary Kay®
Creme Lipstick**

Where to get it...
Your local marykay rep or
www.marykay.com
PRICE: \$13



TOP 10

Guilty Pleasures

Shoes, chocolate, wine...life would not be the same without these occasional indulgences. Here some of the things we love and where you can get them locally!



No further explanation needed!

**Bakery Fresh Stretch Bread
w/Spicy Hot Tomato Oil**

Where to get it...
Pastabilities
PRICE: \$5.50

The Show

Where to get it...
The Savvy Wine Cellar
PRICE: \$14.99/bottle

WISE Women get 10% off
yout first purchase!

Even the label is fantastic!



*...because you need a glass
for that wine!*

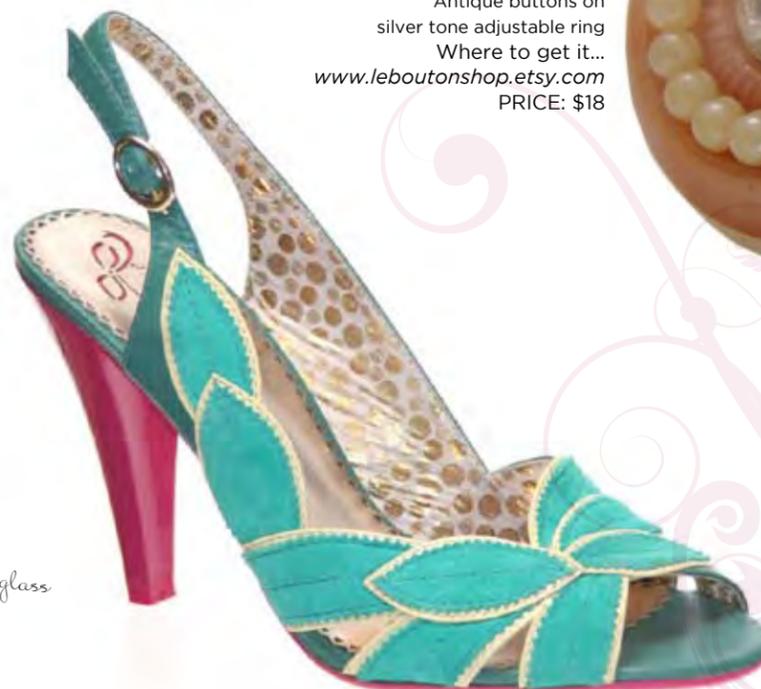
Love Wine Glass

Where to get it...
www.huephoria.com
PRICE: \$20.00

adorable!

"Pink Grammy Ring"

Antique buttons on
silver tone adjustable ring
Where to get it...
www.leboutonshop.etsy.com
PRICE: \$18



These will get you noticed!

So Yummy!!!!!!

Chocolate Turtle Latte

Where to get it...
Café 407 at Ophelia's Place
PRICE: \$3.85



Spring Bloom in Basil

Where to get it...
Lilipad Creations
www.lilipadcreations.com
PRICE: \$120

2010 EVENTS CALENDAR

APRIL

- 4/8 WISE Symposium**
Oncenter—Syracuse
8:00am-6:00pm
One-day event for women to learn about entrepreneurship and network with each other
- 4/13 Key4Women Networking Reception**
Vie de Bella Salon, 120 Julian Place—Syracuse
4:30pm-6:30pm
Networking event: Using Social Networking to Market Your Business
- 4/15 15th 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
- 4/21 WISE Center Business Training Event**
South Side Innovation Center—Syracuse
6:00-7:30pm
Bare Necessities of Starting a Business
- 4/22 Women Presidents' Organization (WPO) Annual Conference**
Westin Hotel—Ft. Lauderdale, FL
8:00am-5:00pm
National organization; closed to non-members
- 4/27 WISE Center Business Training Event**
South Side Innovation Center—Syracuse
6:00-7:30pm
Research Your Marketing Plan (part of the GPS Roadmap to a Successful Business Plan Series)
- 4/27 Rosamond Gifford Lecture Series: Sara Gruen**
John H. Mulroy Civic Center—Syracuse
7:30pm
Author of Riding Lessons, Flying Changes, and Water for Elephants
- 4/28 WISE Center Business Training Event**
South Side Innovation Center—Syracuse
6:00-8:00pm
Bare Necessities of Starting a Business

MAY

- 5/4 WISE Center Business Training Event**
South Side Innovation Center—Syracuse
12:00-12:50pm
Bare Necessities of Starting a Business
- 5/5 WBOC Monthly Meeting**
Justin's Grill—East Syracuse
5:30-8:00pm
Salute to women entrepreneurs
- 5/26 WISE Center Business Training Event**
South Side Innovation Center—Syracuse
6:00-8:00pm
Bare Necessities of Starting a Business
- 5/26 WPO Monthly Meeting**
KeyBank—Syracuse
4:00-7:00pm
Monthly group meeting; closed to non-members
- TBD WISE Center Business Networking Event Living the Dream**
Location to be announced
5:30-7:00pm
Living the Dream

JUNE

- 6/2 WBOC Monthly Meeting**
Justin's Grill—East Syracuse
5:30-8:00pm
Monthly networking meeting

JULY

- 7/7 WBOC Monthly Meeting**
Location to be announced
5:30-8:00pm
Monthly networking meeting

AUGUST

- 8/4 WBOC Monthly Meeting**
Location to be announced
5:30-8:00pm
Monthly networking meeting
- 8/7 Key4Women Golf Outing**
Foxfire—Baldwinsville

SEPTEMBER

- 9/1 WBOC Monthly Meeting**
Location to be announced
5:30-8:00pm
Monthly networking meeting

OCTOBER

- 10/6 WBOC Monthly Meeting**
Location to be announced
5:30-8:00pm
Monthly networking meeting
- 10/7 Women Who Mean Business**
Storer Auditorium, OCC—Syracuse
5:00-7:30pm
Awards ceremony and reception honoring local women in business

NOVEMBER

- 11/3 WBOC Monthly Meeting**
Location to be announced
5:30-8:00pm
Monthly networking meeting

DECEMBER

- 12/1 WBOC Monthly Meeting**
DoubleTree Hotel—East Syracuse
5:30-8:00pm
Annual holiday auction

NATIONAL EVENTS

FEBRUARY

- TBD Black Enterprise Women of Power Summit**
La Quinta Resort & Club—La Quinta, CA
4-day event
Inspirational executive leadership summit

OCTOBER

- TBD The Women's Conference**
Long Beach Convention Center—Long Beach, CA
2-day event Hosted by Maria Shriver, the mission is to inspire, empower and educate women to be Architects of Change in their own lives and in the lives of others

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)**
2610 South Salina Street
Syracuse, NY 13205
Phone | 315.443.8634
Web | www.wisecenter.org

Have an event to share?
We'd love to include your event in upcoming calendars! Submit event information to: **WISE Calendar of Events**
Email | lwickham@syr.edu



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Karyn Korteling
Owner
Noodle Inc., Pastabilities and
Pasta's Daily Bread

Raising the Bar for Women in Business

As a new Key4Women® National Advisory Board member, Karyn Korteling provides invaluable guidance to KeyBank's Key4Women program. Her years of experience in our business community enable her to share insights that ultimately benefit women business owners across the region.

Thank you, Karyn, for providing inspiration and helping women business owners succeed. Your openness, leadership, and commitment help us fulfill our mission of providing women business owners with access to capital, customized solutions, networking opportunities, and ongoing education.

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