

Up & Coming

From The ED's Desk



Exciting changes are in the works at Rochester Women's Network!

A task force has been meeting for the last several months to

chart Rochester Women's Network's strategic direction to best serve our current and future membership, and identify ways to operate most efficiently. Members of the task force have taken an in depth look at the benefits RWN provides in light of the results of the member survey, program and event evaluations, and other member feedback and suggestions. The task force has also reviewed our current and potential technology and processes that support the activities of the Network. Needless to say, throughout this process our ultimate goal is to better serve you, our members. The task force will present its recommendations to the Board, and we will soon share some exciting changes with you. Watch your e-mailbox for further developments.

In 2008, Rochester Women's Network will celebrate 30 years of helping women in the Rochester Community make connections, grow personally and professionally, and succeed. We look forward to continuing to meet the needs of career-minded women, in all stages of their careers, for many years to come.

Mary

Mary Peters,
Executive Director

Congratulations To The Five 2007 "W" AWARD Finalists

Rochester Women's Network proudly announces the five finalists for its 2007 "W" Award:

- **Holly Anderson**, Executive Director, Breast Cancer Coalition of Rochester
- **Marilyn Moore**, Director of Intercollegiate Athletics and Recreation, SUNY Geneseo
- **Nydia Padilla-Rodriguez**, Director of Community Partnerships, Rochester City School District and Director/Founder, Borinquen Dance Theatre
- **Velma Smith**, Senior Executive Director, Rural Opportunities, New York Division
- **Rosa Wims**, Community Activist and Retired Executive Director of Faith Community Health Awareness Center

Please join us in congratulating these exceptional women. Finalists were selected from a pool of outstanding nominees by a panel of judges. The recipient is being chosen by a vote of the RWN membership and will be announced at the 3rd Annual Splash! and 2007 "W" Award Presentation event on March 7, 2007. The "W" Award recipient will be featured in the next edition of our newsletter.

The prestigious "W" Award is presented annually to a local woman who works on behalf of women, going above and beyond the day-to-day expectations of her paid or unpaid position to support the personal and professional growth of women, empowers and influences women to learn, grow, advance and succeed through her example, inspires others through her courage, initiative and creative energy, and exemplifies a high standard of integrity and respect for others. Germaine Knapp, President of Sojourner House, was the recipient of the 2006 RWN "W" Award.

The 3rd Annual Splash & 2007 "W" Award presentation event is generously sponsored by Preferred Care; Rochester Woman Magazine; MIKAREN Interactive, Video & Design; E. Philip Saunders College of Business, Rochester Institute of Technology; My Digital Office; Signs Now; and The Lodge at Woodcliff.

Great news from our IT Committee — A New Website Coming This Spring!

Stay tuned, as we'll be unveiling a new RWN website in early spring! The new website will feature the long requested online member directory. A password protected members' only section will enable you to log in and update your profile at your convenience, as well as access business related content and white papers, and later this year, peruse job opportunities. We look forward to continuing to serve you better. We'll keep you posted!

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Powerful Public Relations***A Joint Program with NAWBO***

- Date:** Tuesday, April 24, 2007
- Time:** 11:30 a.m. – 1:00 p.m.
- Place:** Mario's Via Abruzzi
2740 Monroe Avenue
- Cost:** Until 4/17/07:
\$16 RWN & NAWBO Members
\$21 Non-Member
- After 4/17/07:
\$21 RWN & NAWBO Members
\$26 Non-Member

Public relations is a key tool for building your brand, reaching new customers, and establishing your presence in today's business world. Expert **Shannon Cherry** will share some insights in this critical area. Ms. Cherry is accredited in public relations and has worked in the PR, marketing, and fundraising field for over 15 years. She has developed dozens of innovative public relations strategies, and her writing has appeared in such publications as the *New York Times* and *Yahoo! Internet Life*. Join the National Association of Women Business Owners and Rochester Women's Network to learn some useful tips from the expert. *For more information or to register, visit the NAWBO website at nawborochester.org.*

Have You Linked In to LinkedIn?

RWN members are invited to connect through the RWN Members Only Group via LinkedIn (www.linkedin.com). LinkedIn is the leading professional online network tool, used by over 3.4 million professionals worldwide. It is designed to facilitate business networking by helping you leverage your network as well as your contacts' networks. Visit LinkedIn at www.linkedin.com, or access the RWN Members Only Group by clicking on "For Members" from the RWN home page, www.rwn.org.

***New Member Orientation
& Recruitment***

- Dates:** Tuesday, March 27, 2007
Wednesday, May 23, 2007
- Time:** 5:30 p.m. – 7:00 p.m.
- Place:** Cornell Cooperative Extension Building,
Lilac Room
249 Highland Avenue
- Cost:** No Charge

Are you...Changing careers? New to the area? New to our Network? A long-time RWN member looking to reap more benefits from your RWN membership? Interested in learning more about what RWN has to offer? If you answered yes to any of these questions, you are cordially invited to join us for an Orientation & Recruitment meeting. Learn more about RWN, one of the largest networking organizations of its kind. Network with new people, enjoy light refreshments, and begin to take full advantage of a networking organization with more than 600 members from 400 local businesses. Please call our office at (585) 271-4182 or register online at www.rwn.org.

Early Bird Networking

- Dates:** Tuesday, April 24, 2007
Tuesday, May 29, 2007
Tuesday, June 26, 2007
- Time:** 7:30 a.m. – 9:00 a.m.
- Place:** Bruegger's Bagel Bakery
548 Monroe Avenue
(Corner of Monroe Ave. & Goodman St.)
- Cost:** No Fee
(Members only please)

Wow! The Early Bird Networking program is off to a fantastic start. Nearly thirty women attended the first two. Mark your calendar and join us the last Tuesday of the month. You will connect with some great women. Attendance is free and no registration is required. If you cannot come for the full 90 minutes, join us for as long as your schedule allows.

Senior Solutions . . . Options for Long Term Care Planning and Living Arrangements

Date: Tuesday, May 8, 2007
Time: 7:30 a.m. – 9:00 a.m.
Place: Cornell Cooperative Extension,
Highland Room
249 Highland Avenue
Cost: \$15 Member/\$25 Non-Member
(Includes continental breakfast)

How do you choose the right senior living arrangement for yourself or a loved one? How do you pay for it? What do you need to watch out for when purchasing long term care insurance?

Join **Mary Ellen DeReu, RN, BSN** and **Claudia Tuckey, BA** to learn the answers to these questions and more. They will discuss the wide range of senior living options available — retirement communities, adult homes, assisted living, home care, and skilled nursing facilities. Learn about payment options that are available to help you to make the most of your financial resources and assets. In addition, they will discuss long term care planning, and provide tips on how to choose the right long term care insurance policy.

Mary Ellen DeReu, RN, BSN, a Registered Nurse, has more than 30 years experience working in hospitals, skilled nursing facilities, and home health care. Mary Ellen has developed and managed a licensed home care agency and a long-term home health care program. She is affiliated with the Greater Rochester Area Partnership for the Elderly (GRAPE), the National Home Care Nurses Association, and the Rochester Professional Consultants Network.

Claudia Tuckey, BA has been serving area seniors for over 25 years. Claudia's expertise includes managing a licensed home care agency, a case worker and supervisor with the Monroe County Department of Social Services, and financial counseling to older adults through Lifespan and ElderSource. She has served on numerous advisory boards, including the Greater Rochester Area Partnership for the Elderly (GRAPE), Nursefinders, HCR, and Wesley Manor. She is a sought-after speaker who has presented many seminars, workshops, and consumer segments on TV and radio.

Take the Fear Out of Public Speaking

Date: Wednesday, June 13, 2007
Time: 12:00 p.m. – 1:00 p.m.
Place: Cornell Cooperative Extension,
Highland Room
249 Highland Avenue
Cost: Bring your own lunch:
\$12 Member/\$22 Non-Member
With box lunch:
\$18 Member/\$28 Non-Member

For most people, public speaking is stressful, but whether we work alone or with a large number of people, public speaking is unavoidable. We often need to speak to groups, large and small, to advance our careers and be successful.

Public speaking does not have to be stressful. **Patricia Bascomb** will teach us how to take the "fright" out of speaking to an audience, how to handle our nerves, relax, and enjoy the experience of giving a speech. We will focus upon the "nonverbal/soft-skills" of public speaking: stage fright — keeping your nervousness inside so it doesn't show on the outside — eye contact, what to do with your hands, body language, and "working" your audience. Learn how to drive your message home and make your presentations a pleasurable experience not only for the audience, but also for you, the speaker!

Patricia Bascomb has a MS in Communications from Bowling Green State University. Patty has twelve years college level teaching experience. She has taught at the University of Toledo, Bowling Green State University, Owens College, and Niagara Community College. She has also conducted public speaking workshops for the Toledo Police Department, private businesses and one-on-one executive coaching programs. Patty is currently the Office Manager for Systems Management/Planning, Inc.

Corner on Community Service

The Community Service Committee is planning some wonderful community service opportunities. One project they are working on is a **Mother's Day brunch** honoring several senior women. Set aside the morning of Saturday, **May 12** and join us to help brighten the day of some delightful women who would otherwise be alone. Watch your e-mailbox and the RWN website for more information.

S P R I N G C R E A T I V E S E R I E S

Spring is right around the corner and summer isn't far behind. Join us for the three part spring creative series and break out of the winter doldrums.

You will learn how to add pizzazz to your living space, surround yourself with pots full of colorful flowers and herbs, and prepare light easy summer meals. Register for all three and save!

*Creative Series Part I***AN EVENING OF INTERIOR DESIGN**

- Date:** Thursday, April 26, 2007
- Time:** 6:00 p.m. – 7:30 p.m.
- Place:** Designers Library
11 Centre Park (off Cascade Drive)
Downtown Rochester
- Cost:** \$20 Member/\$25 Non-Member
(Includes light meal)

Whet your appetite and feed your design soul!

If you've always wondered how to spice up your rooms like you've seen in the design magazines, then come and enjoy an evening of food and fun with **Lin Czop** and **Antonia Orlando**, interior designers. They will show you how you can take a room from ordinary to extraordinary. Bring your questions and decorating challenges and take advantage of their expertise. Hurry and sign up, seating is limited!

Lin Czop, the owner of Lin Czop Interiors, a full service interior design company, specializes in window treatments, furniture, art, floor coverings and accessories for the home and office. She has been helping people with their interior design needs for 16 years. Lin especially enjoys partnering with new homeowners to assist them in the planning process to insure success. Her work has been seen in numerous Homearamas, the 2002 RPO Showhouse, and model homes.

Antonia Orlando is the owner of two companies — both provide designs and fine furnishings for residential and commercial environments. Room Service, started in 1984, is an interior design endeavor. Designers Library, which Antonia and her partner started 14 years ago, is a "to the trade" showroom that provides resources to designers, expanding their offerings and providing a network amongst the local interior designers.

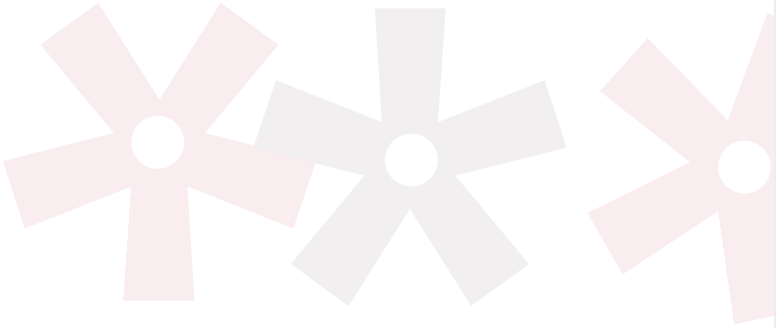
*Creative Series Part II***THE ART OF CONTAINER GARDENING**

- Date:** Wednesday, May 16, 2007
- Time:** 5:30 p.m. – 7:00 p.m.
- Place:** Legacy at Clover Blossom
Arts & Crafts Room
100 McAuley Drive
- Cost:** \$20 Member/\$25 Non-Member
(Includes light meal)

You do not need a large patio or porch to enjoy container gardening. Planter boxes, wooden barrels, large flowerpots, and hanging baskets are just some of the containers you can use to grow fresh herbs and vegetables or flowers. **Carol Erb**, Master Gardener, will demonstrate the art of container gardening. She will create several gardens using herbs, annuals, and perennials in a variety of containers, and at the end of the evening, some lucky participants will take them home. Carol will discuss the finer points of choosing the right potting mixtures, drainage, sunshine, and water for your plants. Join us and learn how to create lush container gardens.

Carol Erb, owner of Gardens by Carol, is a Master Gardener. Her expertise is creating speciality gardens with perennials and herbs. Carol has successfully completed comprehensive horticulture training to earn the designation Master Gardener. As a Master Gardener, she volunteers her time in the community.

Driving directions to the Legacy at Clover Blossom: Take 590 to Blossom Road exit and head east on Blossom Road and proceed past Mercy High School. Turn right onto Clover Street (first light past the school) and continue until you see the sign on right for McAuley Drive. Please use the main entrance. The Arts and Crafts Room is on the second floor.



Creative Series Part III

SUMMER MEALS – LIGHT & EASY

- Date:** Tuesday, June 5, 2007
- Time:** 5:30 p.m. – 7:00 p.m.
- Place:** Cornell Cooperative Extension
Lilac Room
249 Highland Drive
- Cost:** \$20 Member/\$25 Non-Member
(Includes light meal)

Here comes summer – the season we all look forward to and who wants to be trapped in the kitchen cooking!

Kathleen Krauss will demonstrate some recipes for meals that are light and easy to prepare with a minimum of effort. She will show you how to easily turn the abundance of summer fruits and vegetables into delicious summer meals and even sumptuous desserts without ever turning on the stove. Using fresh summertime fruits and vegetables Kathy will prepare a light easy meal. Join us and sample delicious summer fare from a chilled fruit soup appetizer to refreshing desserts. These recipes will have you out of the kitchen and enjoying summer in no time at all. So come and grab an iced tea and some carefree recipes.

Kathleen Krauss, owner of Savory Suppers, Personal Chef Service, is a Certified Food Safety Manager and has successfully completed personal chef courses from the Culinary Business Academy. She is also a Premier member of the United States Personal Chef Association. Kathy has been a personal chef for two years and provides professional chef services for senior citizens, busy professionals, and special occasions.

Guidelines for Using Member E-Blast Benefit

2007 Advocate, Mentor, and Patron level memberships include an exciting new e-blast benefit. Guidelines have been put in place to make it easy for our enhanced level members to utilize their new e-blast benefit to promote their businesses. These guidelines will also ensure that the number of promotional e-mails being sent will not become intrusive to our members.

If you are not already an Advocate, Mentor, or Patron and would like to take advantage of this valuable new benefit, call the RWN office at (585) 271-4182 to upgrade your membership.

Guidelines for Member E-Blasts:

1. RWN members may use the e-blast promotion benefit provided at the enhanced membership levels for the sole purpose of promoting the member's professional activities related to their position and/or business.
2. Each Advocate/Mentor will be permitted one e-mail blast per quarter of the calendar year. If an Advocate/Mentor fails to submit a promotional e-blast in any quarter, the benefit is forfeited for that quarter.
3. E-blasts promotions will be combined as necessary. They will be collected for inclusion in e-blasts that will be sent out on a regular schedule. The schedule will be established and published at the beginning of each year.
4. Articles for inclusion in the e-mail blast must be received in the RWN office a minimum of five business days in advance. Articles received after the submission deadline will be included in the following month's e-blast as appropriate.
5. E-mail blasts will be sent out once a month on the fifteenth of the month as necessary. If the fifteenth falls on a Saturday, the e-mail blast will be sent out on the fourteenth. If the fifteenth falls on a Sunday or a holiday, the e-mail blast will be sent out on the next business day.
6. The maximum number of words per submission is 100. RWN reserves the right to edit all articles that exceed the 100 word maximum.
7. All promotional e-blasts must be reviewed and approved by the RWN Executive Director.
8. RWN reserves the right to deny the distribution of any promotional e-blast that poses a conflict of interest with RWN's policies, mission, or programs.

SIG NEWS

Small Interest Groups (SIGs)

Eating right is not as hard as you might think!

It does not have to be confusing or overwhelming! Want to feel better, more energetic? In this SIG, we'll get you thinking about eating right — more often than wrong! Trying to sort out all of the media messages? There are lots of theories — but not that many proven facts! This is NOT a weight loss group — but it might be a nice side effect for some! Join us and see — eating right can be easier than you think! For more information, please contact: **Michele Groden** at (585) 704-8372 or mgroden1@rochester.rr.com.

New SIG: Wine and Wisdom

The more wines people taste the better they become at recognizing the characteristics of the wines they enjoy. SIG members will have the opportunity to taste several wines a month. We will study wine regions around the world, grape varietals, food and wine pairings, reading wine labels, and the wine making process. The focus of this new SIG is to learn more about and taste wines in a comfortable, relaxed environment. The group will meet the first Tuesday of every month from 7:30 p.m. to 9:00 p.m. in members homes on a rotating basis. For more information contact **Andrea Bornheim** at awineparty@yahoo.com or (585) 671-2571.



VOLUNTEERS WANTED

The Membership Committee is looking for members who would like to join their group. The committee's mission is to create and implement innovative ideas to attract and retain RWN members. Committee members are also responsible for being visible in the community and encouraging women to take advantage of the benefits of being an RWN member. The committee meets monthly at 7:30 a.m. For more information or to join the committee, please contact **Erica Czop**, Co-Chair of the Membership Committee at eczop@yahoo.com or **Leslie McCarthy**, Co-Chair of the Membership Committee at mccarthy@fin-edge.com.

Thank You to Our Up&Coming Sponsors

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If your organization would like to sponsor a future edition of our *Up&Coming*, please contact us at (585) 271-4182.

Welcome New Members

Welcome to the following new Rochester Women's Network Members

Julie Bazan	Manning and Napier Advisors, Inc.	Kim Kircher	Creative Outlook
Andrea Bornheim	The Traveling Vineyard	Kitty Lawrence	Calm & Sense Communications
Lisa Burns	Livingston County Chamber of Commerce	Patricia Lindley	University of Rochester, Center for Nursing Entrepreneurship
Diane Casbolt Garga	Idea Connection Systems	AnnMarie Link	Rochester Software Associates
Harmony Casey	Arbonne International	Maryjane Link	Children Awaiting Parents
Diane Cavall	Culley Marks Tanenbaum & Pezzulo LLP	Teresa Manfredi-Hill	Arbonne International
Carol Cottrill	Mary Kay Cosmetics	Stephanie McNinch	NYS Commission on Judicial Conduct
Mary Ellen DeReu	Comprehensive Solutions for Seniors, LLC	Patricia Murphy	First Data Merchant Services
Lynn Doescher	March of Dimes	Lucia Pinizotti	Mindopoly Center for Change
Janet Dray	Xerox Corporation	Hysha Robinson	University of Rochester
Rebecca Fadner	Kingdom Ventures, Inc.	Teresa Schichler	Monroe Community College
Sarah Foster	Pepsi Bottling Group	Kelly Schultz	Reach and Achieve Associates
Alana Fuierer	Heslin Rothenberg Farley & Mesiti, PC	Wendy Smith	Cinemagic Productions
Kourtney Gagliano	Robert Half International, Inc.	Sharon Southard	
Erica Graham	Visron Design, Inc.	Cynthia Stanley	The Lodge at Woodcliff
Kelly Grazier	Best Life Chiropractic & Therapeutic Massage	Tracy Stevens	TLS Associates
April Griffin	Kelly Services	Kerry Stich	Bella Bleu
Sarah Grzywna		Lisa Temple	Robert Half International, Inc.
Bonnie Guevara	PAETEC Communications	Suzanne Turchetti	HCR (Home Care of Rochester)
Lisa Hand		Jean Van Etten	Pluta Cancer Center & Retreat House Massage and Wellness
Laura Haykel			
Pamela Ireland	Phillips Lytle LLP	Anna Vulaj	
Ann Johnson	Xerox Capital Services	Lisa Walsh	Coldwell Banker Europe
Kim Johnston	American Diabetes Association		

April/May/June Program Registration ■ Instructions: Use this form to register. You can also register online at www.rwn.org or by calling (585) 271-4182. Your registration must include payment for the programs and events selected. To register, complete and send/email this form to RWN with your check or VISA/MC information as described below. Once we receive your registration and payment, you are a confirmed participant unless we contact you. We do not mail tickets or confirmations. **Note:** If using this form to purchase membership and sign up for programs/events, register at the member rate. Returned checks incur a \$25 fee. **Address:** Mail your form and payment to Rochester Women's Network, 249 Highland Avenue, Rochester, NY 14620. You may fax your reservation(s) to (585) 271-7159 or register online at www.rwn.org if you are paying via credit card. All registrations via check must be mailed or hand-delivered. Please use one reservation form per person. **Event:** At each function there will be a registration table to pick up your name tag. Please be sure to register, wear your name tag, and enjoy networking!

Date	Check Here	Program Title	Reservation Deadline	Cost Member/Non-member
27-Mar	<input type="checkbox"/>	Orientation & Recruitment	23-Mar	No Charge
24-Apr	<input type="checkbox"/>	A Joint Program with NAWBO (RWN and NAWBO Members, and Non-Member)	???	Until 17-Apr: \$16 Members/\$21 Non-Member After 17-Apr: \$21 Members/\$ Non-Member
	<input type="checkbox"/>	Spring Creative Series (all three sessions)	19-Apr	\$55 Member/\$70 Non-Member
26-Apr	<input type="checkbox"/>	Part I: An Evening of Interior Design	19-Apr	\$20 Member/\$25 Non-Member
16-May	<input type="checkbox"/>	Part II: The Art of Container Gardening	09-May	\$20 Member/\$25 Non-Member
05-Jun	<input type="checkbox"/>	Part III: Summer Meals — Light & Easy	29-May	\$20 Member/\$25 Non-Member
08-May	<input type="checkbox"/>	Senior Solutions . . . Options for Long-Term Care Planning and Living Arrangements	01-May	\$15 Member/\$25 Non-Member
23-May	<input type="checkbox"/>	Orientation & Recruitment	18-May	No Charge
13-Jun	<input type="checkbox"/>	Take the Fear Out of Public Speaking	06-Jun	Bring your lunch: \$12 Member/\$22 Non-Member With box lunch: \$18 Member/\$28 Non-Member

Ham Turkey Tuna Garden Salad No mayo / Soda Juice Bottled water

Membership or Renewal: Basic Membership \$100 Patron \$200 Mentor \$350 Advocate \$650

Member Non-member

Name _____

Address _____

City/State/Zip _____

Check enclosed Charge: VISA MC

Signature _____

Total Amount: \$ _____

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Return Services Requested

women making connections

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