

# Up & Coming

## From The ED's Desk



Has winter gotten you down? Break out of the winter doldrums by getting involved in Rochester Women's Network. Now is a great time to take advantage of all that Rochester Women's Network has to offer!

- Join us on March 8 for the second annual RWN Splash! and presentation of RWN's prestigious "W" Award. This popular new event is a wonderful opportunity to come together to network, celebrate the outstanding accomplishments and contributions of the five "W" Award finalists, be there when the recipient of the 2006 "W" Award recipient is announced, and most importantly have fun.
- Take time out of your busy day to join us for Rochester Women's Network's and the National Association of Women Business Owners' (NAWBO) annual joint luncheon. Sandy Parker, CEO, Rochester Business Alliance and Kent Gardner, President and Chief Economist, Center for Governmental Research will discuss Rochester's economic forecast. You will learn what is on the economic horizon for our area and have an opportunity to ask your most pressing questions.
- Get involved in as many of RWN's Small Interest Groups (SIGS) that spark your curiosity. SIGS provide opportunities for professional and personal growth, and are a great way to make connections and build relationships.
- Volunteer to serve on one of RWN's many committees. All RWN committees welcome the involvement of new members. In particular, the Steering Committee for the 11<sup>th</sup> Annual Businesswomen's Conference, to be held on November 3, is recruiting volunteers to help plan this important event.

RWN encourages members to get involved and take advantage of the many opportunities we offer. For more information, visit our web site, [www.rwn.org](http://www.rwn.org), call 271-4182, or join us for a New Member Orientation and Recruitment meeting.

I look forward to seeing you soon at a RWN SIG program, event, or committee meeting.

*Mary*

Mary Peters  
Executive Director

## 2<sup>nd</sup> Annual RWN Splash! and 2006 "W" Awards Presentation

**Wednesday, March 8, 2006**

**5:00 p.m. – 8:00 p.m.**

**Memorial Art Gallery,  
500 University Avenue**

**\$25 Member / \$40 Non-Member**

### So much to do and so little time to get it all done!

But don't let a busy schedule overwhelm you! Come make a Splash! at RWN's 2<sup>nd</sup> Annual Splash! Join us for this fun filled evening to:

- Honor the "W" Award finalists
- Celebrate with the "W" Award recipient
- Network with other career-minded women
- Get acquainted with RWN Directors, Leaders, and Staff
- Participate in the Chinese Ticket Auction for a chance to win fabulous prizes

The RWN "W" Award has been presented annually since 1986 to a local woman in recognition of her work on behalf of women. This prestigious award honors women who provide leadership and inspiration and gives of themselves, both in and out of the workplace, to help other women grow, advance, and succeed.

### Rochester Women's Network proudly announces the five finalists for the 2006 "W" Award:

- **Daisy Rivera Algarin**, Marketing Specialist, City of Rochester; Founder and Chair, Latinas Unidas
- **Jean Carroll**, President and CEO, YWCA of Rochester & Monroe County
- **A. Gidget Hopf, Ed.D.**, President and CEO, Association for the Blind and Visually Impaired (ABVI)-Goodwill Industries
- **Germaine Knapp**, President, Sojourner House
- **Linda Cornell Weinstein**, Executive Director, Cornell/Weinstein Family Foundation

Please join us in congratulating each of these outstanding women. They were selected as finalists by the following panel of judges: Peter Carpino, President and CEO of United Way of Greater Rochester; David Fiedler, CEO and President of ESL Federal Credit Union; Sheila Gaddis, Executive Director of Volunteer Legal Services Project of Monroe County; Nancy Gong, Gong Glass Works; Marisol Lopez, Neighborhood Empowerment Team Administrator, City of Rochester; Sally Ward, Wellspring Coaching and Consulting; Christine Wilson, Philanthropist.

So, come make a Splash! with us and celebrate the contributions of the incredible "W" Award finalists. This event is generously sponsored by Preferred Care, Rochester Woman Magazine and Nextel Partners.

**We look forward to seeing you there!**

**Register today — this popular event sold out last year.**

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## *Rochester's Economic Outlook*

### *A joint program with the National Association of Women Business Owners (NAWBO)*

**Speakers:** Sandy Parker, President and CEO, Rochester Business Alliance  
Kent Gardner, President and Chief Economist, Center for Governmental Research

**Moderator:** Alana C. Miller, President, Blue Muze

**Date:** Thursday, April 6, 2006

**Time:** 11:30 a.m. – 1:00 p.m.

**Place:** Clarion Riverside Hotel  
120 East Main Street

**Cost:** \$20 RWN & NAWBO Members/\$25 Non-Members  
Table rate available. Call 271-4182 for information.  
RWN/NAWBO members may bring non-member guests at the member rate  
Includes Lunch

As business leaders and owners, we have a constant concern over the state of our economy. How do we attract and maintain talent? How do we hold onto our current positions? How do we keep our businesses in operation?

In the January 18 issue of the Democrat and Chronicle, Sandy Parker is quoted as saying that "our economy is in trouble...upstate New York continues to suffer from a brain drain, unemployment, population loss, and is a tough environment to do business," while in the January 20 issue, Kent Gardner states that "with employment lagging behind the rest of the country, we are probably losing population as well."

Join us on April 6 to hear Ms. Parker and Mr. Gardner discuss the economic outlook for our area and find out the reasoning behind these statements. Bring your questions and be ready to take notes!

## *Thank You to Our Up&Coming Sponsors*

**Calm & Sense Communications, Ltd.**  
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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.

*A Note About Registration...* Unless otherwise noted, use the form on the back of this newsletter to register for programs and events.

You can also register online at [www.rwn.org](http://www.rwn.org) or by calling RWN at 585-271-4182.

## *New Member Orientation & Recruitment*

- Dates:** Wednesday, March 15, 2006  
Tuesday, April 25, 2006
- Time:** 5:30 p.m.–7:00 p.m.
- Place:** Cornell Cooperative Extension  
249 Highland Avenue  
Lilac Room
- 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?

You are cordially invited to attend an Orientation & Recruitment meeting. Join us and learn more about RWN, the largest networking organization of its kind. Meet new people. Enjoy light refreshments. And begin to take full advantage of a networking organization with more than 600 members from 450 local businesses. Please register at [www.rwn.org](http://www.rwn.org) or call 271-4182.



## *W.E. Succeed*

This SIG is geared toward the woman who is in the first two years of running her own business, or just thinking about starting her own business. Our group is informal, supportive, and friendly. New participants are welcome at any time. We'll answer each other's questions as well as draw upon the expertise of other RWN members and the community at large. This SIG meets the first Tuesday of the month at 4:30 p.m.

in the RWN office, at 249 Highland Avenue. At the March 4 meeting, we will hear from women who have succeeded. Come listen to their words of wisdom. Learn what they wished someone had told them, and what they learned never to do again. In April, we will learn about the resources and support available in Rochester for business owners. For more information, please contact Carol Rosenzweig at [carol@spreadsheetsandmore.com](mailto:carol@spreadsheetsandmore.com) or 381-2062.

## *Let the Games Begin!*

If you are someone who loves to play cards then this new SIG is for you. Feel free to come and learn new card games or teach others ones that you know. There are all sorts of card games to be played like euchre, gin, pinochle, and hand and foot. All RWN members are welcome to participate. This SIG is intended to be an opportunity to meet other RWN members and have some fun playing your favorite card games. **An interest and informational meeting will be held Thursday, March 16, at 6:00 p.m. If you are interested please e-mail Jean Hogan at [jphogan@frontiernet.net](mailto:jphogan@frontiernet.net) or call 218-0101.**

## *Save the Date*

*Friday, November 3, 2006*

### *11<sup>th</sup> Annual Businesswomen's Conference*

Mark your calendar and plan to join us on November 3, 2006, for the 11<sup>th</sup> Annual Businesswomen's Conference. Deborah Stendardi is the Chair for this year's conference. If you would like to help plan this exciting event, please contact the RWN office at [rwn@rwn.org](mailto:rwn@rwn.org) or 271-4182.

## Welcome New Members

Amy Austin	Real Lease, Inc.
Christine Barry	Eastman Kodak Company
Maria Caton	RBC Dain Rauscher
Brenda Cervini	Citibank, NA
Linda Cornell Weinstein	
Marian DeFranco	Preferred Care
Kathleen Dever	Traditions in Caring
Yvonne Donnelly	Junior Achievement
Ann Ducket	North Coast Publishing
Stephanie Dutcher	The Lodge at Woodcliff
Cynthia Goldberg	Rochester Woman Magazine
Carol Haun	Citibank, NA
Deb Hawley	Datrose, Inc.
Victoria Hines	VisitingNurse Service of Rochester
Kelly Hogan	Action for a Better Community
Alyson Joy	The Employment Store
Tracy Juda	ER Associates
Cindy Kindle	Complete Membership Services
Kathleen Klocek	Citibank, NA
Sue Kochan	Brand Cool Marketing, Inc.
Barbara Kunkel	Nixon Peabody LLP
Melissa LaMark	Bausch & Lomb, Inc.
Eleanor Larkin	Larkin Touch Therapeutics
Marianne Leahy	James P. Wilmot Cancer Center
Angella Luyk	Midnight Janitorial
Erin Martin	McArdle Ramerman Inc.
Amy Mayer	Canfield & Tack, Inc.
Madelyn McCarthy	UltraMobile Imaging/ UltraMedical Supplies
Janet McKie	The Quiet Place
Rebecca Mullaly	State Farm Insurance Co.
Susan Murray	Layer 8 Group
Margo Lee Perine	Rochester Woman Magazine
Teresa Principe	Infinity Broadcasting
Tracy Robertson	PAETEC Communications
Amy Ryan	UBS Financial Services, Inc.
Patrice Sampson Bouchard	Susan B. Anthony House
Mary Jo Samuels	Telesales Services LLC
Lee Schaffner Dostie	Aflac New York
Linda Schmitt	ESL Federal Credit Union
Karen Siegelman	
Jeananne Thomas	University of Rochester, College Dean's Office
Lauren Weinthal	Spherion Professional Services
Catherine Woodside	Personal Pathways
Linda Yioulos	

## RWN Announces New Auditors

Rochester Women's Network is pleased to announce that the firm of Bernardi and Hojnacki CPAs, LLP has been retained to provide auditing services for the next three years. Laura Hojnacki and Elena Bernardi are principals of the firm and members of the Network. Their firm was selected from among the field of very qualified accounting firms that responded to RWN's request from proposal.

As a reminder, RWN, whenever possible, utilizes the products and services provided by Network members. While membership in RWN is not the only criterion used in the decision making process, it is a major consideration. We encourage our members to do the same.

## Join RWN At Kaufmann's Spring Fling

<b>Dates:</b>	Tuesday, April 11, 2006
<b>Time:</b>	6:00 p.m.–10:00 p.m.
<b>Place:</b>	Kaufmann's Eastview Mall Store
<b>Cost:</b>	\$10.00

RWN is participating in Kaufmann's Spring Fling again this year. This year's Spring Fling features:

- Exclusive 20% Discount Shopping pass on apparel for the whole family and more
- Chance to win great prizes, including \$1,000 Kaufmann's Shopping Spree
- Fashion presentations and tips from experts
- Hors d'oeuvres, desserts, and beverages
- Musical entertainment and more

Purchase your tickets from RWN and join us for a fun filled, exciting evening. Your ticket purchase will directly benefit the Network—RWN keeps all the proceeds from its ticket sales and is competing to win valuable cash prizes. Watch the web site, [www.rwn.org](http://www.rwn.org), or call 271-4182 for more information.

## Welcome RWN "Home"

**When:** **Tuesday, April 25, 2006** from 8:00 to 9:00 a.m.  
**Wednesday, April 26, 2006** from 12 noon to 1:00 p.m.  
**Thursday, April 27, 2006** from 5:00 to 6:00 p.m.

**Where:** Rochester Women's Network Office  
 249 Highland Avenue, Suite 200

It has been three months since Rochester Women's Network's official move and our new location at 249 Highland Avenue is beginning to feel like home. Located within the Cornell Cooperative Extension Building adjacent to picturesque Highland Park, Rochester Women's Network is fully operational and providing its members with the same level of service and resources for support that have come to be expected of Rochester's premier networking organization for career minded women.

The office, open weekdays from 8:30 a.m. to 4:30 p.m., is conveniently located and easily accessible from I-490—turn south onto Goodman Street, cross Clinton Avenue, and at the next light, turn right onto Highland Avenue. The Cornell Cooperative Extension Building is about a quarter of a mile on the left. Plenty of free parking is available. You may park in the visitor spaces or in the back parking lot.

RWN's new space includes a conference room. RWN committees and Small Interest Groups are invited to use the space for their meetings. Space will be reserved on a first come, first serve basis. For more information or to reserve the room, please call the office at 271-4182.

In celebration of our new home and to honor those who have supported the growth of Rochester Women's Network in the 28 years since our inception, we are taking a week in April to "open our doors" to RWN members and friends. Visit RWN's new office on April 25 from 8:00 to 9:00 a.m.; April 26 from 12 noon to 1:00 p.m.; or April 27 from 5:00 to 6:00 p.m. Talk with staff, learn about our SIG offerings, or simply share food and conversation with fellow RWN members.

And, as our way of thanking you for joining us, those members who return a completed coupon at one of our gatherings will be entered into a daily drawing for prizes we know women will appreciate!

**To learn more about RWN's open house events in April**, log onto our Web site at [www.rwn.org](http://www.rwn.org) or call our office at 271-4182.

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### RWN Opens Its Doors

**Tuesday, April 25, 2006** from 8:00 to 9:00 a.m.  
**Wednesday, April 26, 2006** from 12 noon to 1:00 p.m.  
**Thursday, April 27, 2006** from 5:00 to 6:00 p.m.

Name: \_\_\_\_\_ Employer: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

**Return this coupon to RWN's new office at 249 Highland Avenue, Suite 200, on April 25, 26, or 27 to be entered into a daily prize drawing.**

## March/April Program Registration

**Instructions:** Use this form to register. You can also register online at [www.rwn.org](http://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 fee of \$25. **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](http://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 nametag. Please be sure to register, wear your nametag, and enjoy networking!

Date	Check Here	Program Title	Reservation Deadline	Cost Member/Non-member
08-Mar	<input type="checkbox"/>	Splash! & "W" Award Presentation and In with the New!	01-Mar	\$25 Member/\$40 Non-member
15-Mar	<input type="checkbox"/>	New Member Orientation and Recruitment	10-Mar	No Charge
06-April	<input type="checkbox"/>	Rochester's Economic Forecast Joint RWN & NAWBO Program	29-Mar	\$20 RWN & NAWBO Member & Member Guests/\$30 Non-member <input type="checkbox"/> Chicken French <input type="checkbox"/> Tri-colored Tortellini
25-April	<input type="checkbox"/>	New Member Orientation and Recruitment	20-April	No Charge

Renewal/New Membership January–December 2006

Basic Membership \$100    Patron Level \$200    Mentor Level \$350    Advocate Level \$650

Member    Non-member

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Check enclosed Charge:    VISA    MC

Signature \_\_\_\_\_

Total Amount: \$ \_\_\_\_\_

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Card # \_\_\_\_\_

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*Up&Coming* Newsletter Design: Calm & Sense Communications, [staff@calmandsense.com](mailto:staff@calmandsense.com); Staff: Sandy Allen, Jennifer Bacci, Mary Peters



*Return Services Requested*

women making connections

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