

# Up & Coming

## From The ED's Desk



Now is an excellent time for a break from your routine to take advantage of the many exciting programs and events that RWN has scheduled. I urge you to join us for the

11<sup>th</sup> Annual Business Conference being held on Friday, November 3, 2006 at the Rochester Riverside Convention Center. Whether you own a business or work for someone else, treat yourself to this year's Conference. Timely and informative panel discussions will be presented that will help you learn where the economy is headed, how to take advantage of emerging opportunities, and achieve success. The day includes the presentation of RWN's prestigious Up and Coming Businesswomen's Award to 15 local women on the fast track as well as the trademark Exhibitors' Marketplace featuring products and services of interest to business professionals. A networking Reception concludes the Conference where you will have the opportunity to mix, mingle, and enjoy the sounds of the Blue Avengers, featuring talented Jazz vocalist Alana Miller.

It is membership renewal time! I encourage you to take time out of your busy schedule to renew your membership today. Renew before November 14, 2006 to continue your membership with over 600 career minded women, save 5% on your membership, and be entered to win a marvelous prize.

Best wishes for a Happy Thanksgiving and a joyous holiday season,

*Mary*

Mary Peters  
Executive Director

## 11<sup>th</sup> Annual Business Conference

*Powering The Economy Through Leadership And Innovation:  
Discovering What You Have That The Regional Economy Needs*

**Date:** Friday, November 3, 2006  
**Time:** 7:30 a.m. – 5:00 p.m.  
**Place:** Rochester Riverside Convention Center  
**Cost:** Full Day Conference — \$150 Member/\$180 Non-member  
 Luncheon Ticket — \$50 per person/\$450 for table of 10

Where is the regional economy headed? What are the emerging business opportunities? What are the hot jobs for the future? Join us for the 11<sup>th</sup> Annual Business Conference to learn the answers and much more.

The Conference features timely and informative panel discussions presented by successful entrepreneurs, business and economic development and government officials, and educational specialists that will enable participants to learn where the regional economy is headed, how to take advantage of emerging opportunities, power the economy, and achieve success. Keynote speaker **Gay Gilbert**, Administrator for the United States Department of Labor, Employment and Training Administration's Office of Workforce Development, and point person for the WIRED Finger Lakes Partnership — a Federal initiative to help stimulate the regional economy — will discuss what the USDOL envisions for our region and provide the framework for the day. **Maggie Brooks**, Monroe County Executive, will offer her perspective on the opportunities that the WIRED initiative brings to our community. **Robert Duffy**, Mayor of the City of Rochester, will share his thoughts on implementing the ideas generated during the Conference. Throughout the day participants will have time to browse the Exhibitors' Marketplace, featuring professional products and services. At the end of the day, attendees will mix, mingle and enjoy the sounds of the *Blue Avengers*, featuring talented jazz vocalist, Alana Miller during the "Get Wired at the WIRED Hour" networking reception.

The Conference would not be complete without a presentation, during the luncheon, of the RWN **Up and Coming Businesswomen's Awards** to local women on the "fast track". **Dee Alexander**, WARM 101.3 Radio, will be Mistress of Ceremonies. In addition to the recognition ceremony, **Germaine Knapp**, President of Sojourner House and the 2006 RWN "W" Award recipient, will inspire us as she speaks about her professional experiences and provides insights into the hard work and dedication that led to her professional success.

Join us in honoring the following 15 women who have been selected to receive the 2006 *Up and Coming Businesswomen's Awards* for their outstanding accomplishments and contributions in their respective fields:

**Karlee Bolaños**, Associate Attorney, Harris Beach PLLC  
**Amy Castronova**, Owner and CEO, Novatek Communications  
**Kay Conheady**, Financial Planner, Apropos Financial Planning  
**Tamala David**, Founder and CEO, The Health Spot, Inc.  
**Kelly Downs**, Senior News Specialist, Rochester Institute of Technology  
**Cynthia Gary**, Assistant Director for Research Programs Center for Integrated Manufacturing Studies, Rochester Institute of Technology  
**Amber Joles**, Esq., Associate Attorney, Woods Oviatt Gilman LLP  
**Michelle Keller**, Personal Sales Agent, Liberty Mutual Insurance Group  
**Tracy Robertson**, Director of Marketing, PAETEC Communications  
**Hysha Robinson**, University of Rochester  
**Jennifer Smiljanich**, Director of Wealth Management Services, AM&M Financial Services, Inc.

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**Mary Staropoli**, Director of Development and Marketing, Sojourner House

**Donna Tortoretti**, CEO, Center for Nursing Entrepreneurship, University of Rochester School of Nursing

**Renee Williams**, Assistant Superintendent for Educational Services, Honeoye Falls-Lima Central School District

**Robin Wilson**, Founder, Reach and Achieve Associates

### Special Thank You Our Sponsors

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**Supporting Sponsors:** Rochester Woman Magazine; MIKAREN Interactive, Video and Design; Democrat and Chronicle; Rochester Institute of Technology, E. Philip Saunders College of Business; My Digital Office; WIRED, Finger Lakes Partnership; Constellation Brands; Davie, Kaplan, Chapman and Braverman, P.C.; ESL Federal Credit Union; Paychex; Advantage Professionals; The Summit Federal Credit Union.

## 90 Minutes of Networking

**Dates:** Wednesday, December 6, 2006

**Time:** 5:30 p.m. – 7:00 p.m.

**Place:** Lynn Allinger's Home  
31 Portsmouth Terrace

**Cost:** No Charge  
*Members Only Please*

Lynn Allinger, owner of Craft Company No. 6, will host RWN's 90 Minutes of Networking! Once again, Lynn will graciously host us in her home, which is directly adjacent to her store. Please enter the house through the front door on Portsmouth (corner of University).

Lynn's home showcases many of the store's furniture lines, featuring "Handmade in the USA." Craft Company No. 6, located at 675 University Avenue, has been voted a TOP 10 Gallery of American and Canadian Crafts. The store specializes in fine and fashion jewelry, gifts, decorative accessories and furniture by Sticks. You are invited to stop in the store and receive a 20% courtesy discount after enjoying some refreshments and networking.

As in years past, Pattie Taylor-Brown, owner of All Occasion Catering and long time RWN member, will cater this year's RWN 90 Minutes of Networking. Join us and enjoy delicious hot and cold hors d'oeuvres. Whether planning a corporate event, wedding, or party of any kind, All Occasion Catering makes the planning process easy. From choosing a décor, finding a site, creating a menu to decorating the space, Pattie will partner with you to plan the perfect event or celebration. With delectable food, beautiful presentation and gracious servers — your event will be a success.

This popular program, co-sponsored by All Occasion Catering and Craft Company No. 6 is a wonderful opportunity to have fun, practice your networking skills, enjoy delicious refreshments, and receive a generous 20% discount on purchases made that evening.



## 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.

*Up&Coming* Newsletter

Design: Calm & Sense Communications, [staff@calmandsense.com](mailto:staff@calmandsense.com)

## New Member Orientation & Recruitment

- Date:** Wednesday, November 15, 2006  
**Time:** 5:30 p.m. – 7:00 p.m.  
**Place:** Cornell Cooperative Extension,  
 Highland Room  
 249 Highland Avenue  
**Cost:** No Charge

Are you ...Changing careers? New to the area?  
 New to Rochester Women's Network? A long-time  
 RWN member looking to reap more benefits from  
 your RWN membership?

You are cordially invited to join us for an  
 Orientation & Recruitment meeting. Come 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 400 local  
 businesses. Please register at [www.rwn.org](http://www.rwn.org) or  
 call (585) 271-4182.

## Stay Connected — Renew Your Membership for 2007 Today!

Renew your RWN membership for 2007 (current memberships run through December 31, 2006) to stay connected with over 600 career-minded women in Rochester and continue to take advantage of the many benefits RWN offers. There are so many exceptional women who are a part of RWN — be sure to include yourself in this premier group of women. Renew your membership by November 14 to save 5% on your membership and be entered to win a marvelous prize.

It is true — you receive a discount and a chance to win a fabulous prize just for renewing your Rochester Women's Network early! To renew, visit our web site at [www.rwn.org](http://www.rwn.org) or call (585) 271-4182.

### Thank You to Our Volunteers

We extend a very special thank you to our members who served on Rochester Women's Network's standing committees and served as SIG coordinators during 2006. Their tireless efforts and invaluable help enable us to provide the high quality programming, benefits and support that we all enjoy.

**Ambassador Committee:** Leslie McCarthy, Chair, Jo Joanne Madonia, Madelyn McCarthy, Joanna Tsai, **Board Connections Committee:** Kathy Phelps, Chair and Michelle Magee; **Community Service Committee:** Tina Smagala, Chair, Lauren Aiello, Sue Cloen, Lin Czop, Becky Friedman, Laura Jezsik and Amy Mayer; **Finance Committee:** Lori Flaherty, Chair, Lois Williams-Norman, Treasurer, Lisa Altman, Patricia Burr, Marjorie Case, Dawn Choudri, Stephanie Dutcher, Judine Hooker, Jennifer Houghton, Laurie King-Pirchner, Barbara Kunkel, Carol Rosenzweig and Deborah Urtz; **Information Technology Committee:** Christine Conlon, Co-Chair, Debbie Harper, Co-Chair, Lori Flaherty, Laurie King-Pirchner, Kelly Mullaney, Mimi Netzel, Maria Schrader and Diane VanEps; **Marketing Committee:** Lynette Loomis, Chair, Lauren Aiello, Sandy Allen, Jennifer Bacci, Kathleen Brongo, Christine Conlon, Mary DeFranco, Alana Miller, Jeanne Morelli, Kim Pandina, Jan Peckham, Nancy Peers and Carol Rosenzweig; **Membership Committee:** Lisa Powers, Chair, Lisa Altman, Dawn Choudri, Erica Czop, Lin Czop, Rebecca Jaffarian, Melissa LaMark, Jody Lehr, Leslie McCarthy, Madelyn McCarthy, Kelly Mullaney, Leanne Reed, Deborah Rinn, Yuk Seidman, Jillian Stokes and Antra Ziedins; **Nominating Committee:** Donna Rawady, Co-Chair, Bonnie Wetzel, Co-Chair, Diane Barbour, Mimi Bacilek, Sheila Gaddis, Holly Hewins, Esther Denaro Maltese and Sheree Usiatynski; **Orientation and Recruitment Committee:** Holly Hewins, Co-Chair and Jennifer Wenzke-Wallace, Co-Chair, Laurie King-Pirchner, Kathy Krauss and Ann Leahy; **Program Committee:** Jeanne Marie Bianco, Pat DeLuca Holly Hewins, Patricia Leva, Diane Mashia, Alana Miller, Karen Schuhle-Williams Kelli Vaccarelli, Cyndy Warren and Sue Yovanoff; **SIG Coordinators:** Elizabeth Barrett, Regine Calvar, Clair Catillaz, Maria Caton, Erica Czop, Dawn Hampsey, Katherine Harmer, Holly Hewins, A. Gidget Hopf, Jeanne Morelli, Joyce Moyer, Carol Rosenzweig, Lynda Tibbits and Jennifer Wenzke-Wallace; **SIG Support Committee:** Leanne Reed; **Underwriting Committee:** Susie Cohen, Michelle de Pinales, Brigid Sheehy and Lynda Tibbits.

## November/December 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
03-Nov	<input type="checkbox"/>	11 <sup>th</sup> Annual Business Conference	27-Oct	\$150 Member/\$180 Non-member (After 10/1)
15-Nov	<input type="checkbox"/>	New Member Orientation & Recruitment	11-Nov	No Charge
06-Oct	<input type="checkbox"/>	90 Minutes of Networking	30-Oct	No Charge— <i>Members Only Please</i>

### Special Membership Pricing—Limited Time Offer

*New Membership or Renewal (If received by 11/14/06)*

Basic \$95

Patron \$190

Mentor \$335

Advocate \$620

*New Membership or Renewal (After 11/14/06)*

Basic \$100

Patron \$200

Mentor \$350

Advocate \$650

Member  Non-member

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

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Check enclosed Charge:  VISA  MC

Signature \_\_\_\_\_

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women making connections

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