

Up & Coming

From The ED's Desk



Wow! I can hardly believe summer is over! I hope the fall finds you rejuvenated and ready for the quicker pace that inevitably comes with the changing season. As you gear up for fall, I encourage you to make time in your schedule for the many opportunities RWN has to offer.

You won't want to miss the 11th Annual Business Conference, "Powering The Economy Through Leadership And Innovation: Discovering What You Have That The Regional Economy Needs." This popular, day-long conference features stimulating programs, an Exhibitors' Marketplace, presentation of RWN's Up and Coming Businesswomen's Award to 15 local women during the luncheon and much more. The Business Conference is also a great place to advertise your products and services to hundreds of local professionals. There is still time to reserve an exhibitor booth or place an ad in the program book. Be sure to ask about our special member package that includes an exhibitor booth and quarter page ad for a great low price.

RWN is offering an exciting line-up of programs this fall and planning for next year is well underway. Program offerings in 2007 will include a leadership development series, creative series, chocolate and wine tasting program, and free monthly networking. I urge you to attend as many as your schedule allows.

Serving on committees is an excellent way to enhance your skills and connect with other RWN members. There are a number of committees, such as Board Connections, IT, Membership, Marketing, Program and Underwriting that would welcome your participation. Many committees only require a small amount of your time.

Small Interest Groups (SIGs) are a wonderful way to get involved. You can join as many as your schedule allows. If you don't find one on your area of interest, the SIG Support Committee will help you start a new one.

For information about any of these and other exciting opportunities, please visit our Web site at www.rwn.org or call the office at (585) 271-4182. I look forward to seeing you soon at one of the many forums that RWN provides to help members make vital connections, enhance their skills and continue to grow personally and professionally.

Mary

Mary Peters
Executive Director

IN THIS ISSUE

- 11th Annual Business Conference
- Membership Renewal
- 3T's: Time, Talent & Treasure Seminar Series
- Speaking of Body Language: A New Look at Networking
- Corner On Community Service
- Walking Tour of Mt. Hope Cemetery
- Ghost Walk
- Macy's Shop For A Cause Day Tickets
- New Member Orientation and Recruitment Meeting
- SIG News
- Welcome New Members

RWN 11th Annual Business Conference

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

Friday, November 3, 2006

Rochester Riverside Convention Center

"Powering The Economy Through Leadership And Innovation: Discovering What You Have That The Regional Economy Needs" is the theme of the 11th Annual RWN Business Conference on Friday, November 3, at the Rochester Riverside Convention Center. The program will offer timely and informative sessions that will enable participants to learn about where the regional economy is headed, what the business and career opportunities will be, and how you can contribute to and gain from the region's economic growth and success. The program will feature panel discussions and topics around four themes — Innovation, Entrepreneurship, Workforce Development, and Economic Development — that have been identified as key thrusts for the region. **Emily DeRocco, Assistant Secretary of the US Department of Labor, has been invited to give the keynote address.** Ms. DeRocco is responsible for the implementation of the WIRED program, a federal grant that has been awarded to the Rochester/Finger Lakes Region, which is aimed at supporting economic growth in the "innovation hot spots of the future." Workshop sessions, featuring successful entrepreneurs, business, economic development and government officials and educational specialists, will focus on such topics as:

- *Getting The Job You Want: How To Evaluate, Market And Enhance Your Skills*
- *Winning Strategies To Hire, Retain And Motivate The Best And Brightest Workforce*
- *All About Industry Clusters: Becoming Successful With The Company You Keep*
- *Starting And/Or Growing A Business In A Challenging Economy*
- *Making A Flat World Work For You: Embracing Tomorrow's Technology Today*
- *Hot Jobs In A Cool Economy*

The day's program will also feature RWN's trademark **Exhibitors' Marketplace** and the prestigious **Up and Coming Businesswomen's Awards Luncheon, featuring Germaine Knapp, President of Sojourner House and the 2006 "W" Award winner, as the luncheon speaker.**

Registration forms will be mailed in September. Information on the conference, **including opportunities to be an exhibitor or to advertise in the program book**, is available on the RWN website at www.rwn.org, or by calling the RWN office at **(585) 271-4182**.

Special thanks to Preferred Care as presenting sponsor.



Rochester
WOMAN

MIKAREN
film & video - web - graphics - events - interactive
mikaren.com 585.473.5303



My Digital Office
An XSI Business
1387 Fairport Road Suite 1000A, Fairport, NY 14450

R·I·T

E. Philips Saunders
College of Business

Wired
TALENT DRIVING PROSPERITY

Finger Lakes Partnership

PAYCHEX

Constellation

ESL
Federal Credit Union
It's banking, only better.

the SUMMIT
FEDERAL CREDIT UNION
We're Here For You

AP.
advantage professionals

**DAVIE
KAPLAN
CHAPMAN
DRAVERMAN**
Certified Public Accountants
Business and Financial Consultants
1000 First Federal Plaza
Rochester, New York 14614
Tel: 585-454-4161
Fax: 585-454-2573

The 3T's: Time, Talent & Treasure Seminar Series

Dates: Session I – Tuesday, September 19, 2006
Session II – Tuesday, September 26, 2006
Session III – Tuesday, October 3, 2006

Time: 6:00 p.m. – 8:00 p.m.

Place: Heritage Christian Services
349 W. Commercial Street,
Suite 2795, East Rochester

Cost: All three sessions: \$80 Member/
\$110 Non-Member
One session: \$35 Member/
\$50 Non-member

Never underestimate the difference one person can make in an organization. Regardless of your expertise, there is a valuable role you can play in the Rochester community as a not-for-profit board member.

Whether you currently serve on a not-for-profit board or want to make connections in the not-for-profit community, the 3T's: Time, Talent & Treasure Seminar Series guarantees to educate and connect. Enhance your leadership skills, increase your visibility in the community, and gain valuable knowledge about the role, expectations, fundraising, fiduciary responsibilities, and strategic planning of the not-for-profit board.

The 3T's Seminar Series is provided by Board Connections of Rochester Women's Network. Board Connections provides opportunities for RWN members to contribute more effectively to the Rochester community by helping to connect those who are seeking not-for-profit board positions to not-for-profit organizations that have board openings. It is an initiative that supports RWN's on-going commitment to provide our members with opportunities to advance professionally and personally.

Session I: Role Of The Board — Tuesday, September 19
Laura Sadowski, Vice President of Marketing and Development for Strong — National Museum of Play will discuss the expectations, roles and responsibilities of the not-for-profit board member.

Session II: Fiduciary Responsibilities — Tuesday, September 26

Knowing the right questions to ask can make all the difference when funds are limited. **Michelle Cain, CPA**, of Mengel, Metzger, Barr & Company, LLP, will teach participants how to analyze financial statements, monitor budgets, create forecasts, and make intelligent inquiries and decisions surrounding a not-for-profit's finances.

Session III: Strategic Planning — Tuesday, October 3
Mimi Bacilek, SuccessBuilders, LLC, will talk about setting board policies, evaluating results, constructing a strategic plan, and more.

We are grateful to **Mengel, Metzger, Barr & Company, LLP** for generously co-sponsoring this seminar series.



Thank You to Our Up&Coming Sponsors

Calm & Sense Communications, Ltd.
25 North Washington Street
(585) 530-2420
www.calmandsense.com

New Genesis
Rochester's Affordable Medical Spa
(585) 242-9110
www.anewgenesis.com

Bobbie Goheen, President/CEO
Synthesis Management Group
Creating a positive future
through leadership
(585) 461-5204

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

New Member Orientation & Recruitment

Date: Tuesday, October 10, 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 or call **(585) 271-4182**.

We extend a special thank you to RWN member Stephanie Siegrist, M.D. for donating a copy of her book, *Know Your Bones: Making Sense of Arthritis Medicine*, to the drawing for new members who signed up at the July 20

Orientation and Recruitment meeting. Dr. Siegrist, a fellow of the American Academy of Orthopaedic Surgeons, speaker and long time patient advocate, has been in practice in Rochester for 10 years. Congratulations to Donna Sevensma, the lucky winner of Dr. Stephanie Siegrist's book.

Renew Your Membership and Enter To Win a Fabulous Prize

Renew your Rochester Women's Network membership before October 31, 2006, and you will be entered to win a spa package or an overnight at an exclusive boutique hotel. Exciting new programs and events are planned for 2007 — be a part of it all! Membership materials will be out soon. Don't wait to renew because only those people whose renewal forms and payments have been received by October 31st will be entered to win. And remember, you get a 5% discount for renewing early. It's true — a discount AND a chance to win a fabulous prize just for renewing your membership to Rochester Women's Network!

Walking Tour of Mt. Hope Cemetery *America's First Municipal Cemetery*

Date: Thursday, September 21, 2006
Time: 5:30 p.m. – 7:00 p.m.
Place: Mt. Hope Cemetery
 Meet at the North Gate House, 791 Mount Hope Avenue
 Parking inside cemetery gates
Cost: \$5 Member/\$10 Non-member

What better way to celebrate "100 years of Susan B. Anthony" than a tour of her gravesite, along with many other influential Rochesterians, at our very own Mt. Hope Cemetery.

An historic walking tour of Mt. Hope Cemetery will be conducted specifically for RWN by the Friends of Mt. Hope. We will learn about noted Rochesterians that chose Mt. Hope as their final resting place, including Hiram Sibley, Henry Ward, George Ellwanger, Frederick Douglass, and Susan B. Anthony.

This tour will tell the story of early Rochester, its pioneers, social leaders and entrepreneurs, and dwells on life in the 19th century, as seen through the city's Victorian cemetery.

Some terrain is rough and not handicap accessible. Please dress appropriately, as the tour will be conducted rain or shine.

Welcome New Members

Welcome to the following new Rochester Women's Network members:

Wendy Borden	Lifetime Health Medical Group
Leigh Bradley	
Beth Burrell	Phillips Lytle LLP
Terry Campbell	Hire Success, LLC
Jane Chase	RegionalCenter for Independent Living
Susie Cohen	
Carol D'Agostino	Women of Wonder Institute
Gina DeMauro	Frontier Communications
Tricia Dunham	MassMutual
Lynn Eason	
Linda Favitta, MSW	Hillside Family of Agencies
Dana Gamache	Tangles Hair Designers & Day Spa
Lara Haase	Eastman Kodak Company
Laurene Hofmann	Turner Engineering
Paula Hollinger	
Ginny Hronek	Nothnagle Realtors
Lynanne Ingrato	McConville, Considine, Cooman & Morin PC
Jennifer Johnson	Frontier Communications
Amber Joles	Woods Oviatt Gilman LLP
Chandy Kemp	Phillips Lytle LLP
Cheryl Kesel	Hire Success, LLC
Mona Lang	
Joy Levandowski	Phillips Lytle LLP
Pauline Lucas	MassMutual
Molly McGowan	Rochester Institute of Technology
Sue McKee	New York Life
Dina Natale	Toshiba Business Solutions NY
Holly Nielson	Arbonne International
Antonia Orlando	Room Service & Designers Library
Lori Reitz	Reitz Interiors
Donna Sevensma	Rochester Institute of Technology
Cynthia Smith	Monroe Community College
Kitty White	Realty USA.Com
Susan Yovanoff	Public Abstract Corporation
Marjorie Zack	Rochester Institute of Technology
Deborah Zupcak	

Macy's Shop For A Cause Day Tickets

Date: Saturday, September 16, 2006

Place: Macy's Department Stores (Formerly Kaufmann's)
Located In Eastview, Greece Ridge Center, Irondequoit & Marketplace Malls

Cost: \$5.00

Rochester Women's Network is selling tickets to Macy's *Shop For A Cause Day*, a day-long shopping event featuring discounts, events throughout the store, and a chance to win thousands of dollars worth of prizes, including a \$500 Macy's Shopping Spree. Shopping passes will be good at any Macy's Department Store and you can shop throughout the day at your convenience.

The all day, limited exclusion, shopping pass includes:

- 20% off regular, sale, and clearance apparel and accessories for the family, fine and fashion jewelry, bed and bath items, housewares, frames, luggage, china, crystal & silver
- 10% off regular, sale, and clearance furniture, mattresses, rugs, kitchen and personal care electrics & technology items
- \$10 off every \$50 purchase
- An additional 20% off when you open a Macy's account

For more information or to purchase *Shop for a Cause Day* tickets, call the RWN office at **(585) 271-4182**. Your ticket purchase will directly benefit the Network — RWN keeps all the proceeds from its ticket sales.

Small Interest Groups (SIGs) *This issue featuring...*

Leveraging Experience And Diversity (L.E.A.D.)



Rochester Women's Network celebrates and encourages diversity. L.E.A.D. (Leveraging Experience And Diversity) brings together a diverse group of women from different cultural backgrounds, languages, ethnicity, races, and countries — any one who thinks of herself as a minority — and those who are interested in experiencing RWN's rich diversity. All are welcome! Come expand your network, learn, and share with others. For more information, please contact Regine Calvar at rnacalvar@rna-css.com or **(585) 458-9333**.

Not-for-Profit Executive Directors/CEOs

We meet monthly at lunchtime to discuss issues associated with achieving board and organizational excellence. It is a wonderful opportunity to share ideas, challenges, problems, and solutions. We invite any not-for-profit executive members of RWN to join us. The meeting dates for the remainder of 2006 are September 11, October 2, November 6, and December 4. All meetings are held at noon at ABVI-Goodwill, 422 South Clinton Avenue. The cost for lunch is \$10. For more information or to join the group, please contact Dr. Gidget Hopf at ghopf@abvi-goodwill.com.

Women Entrepreneurs Succeed (W.E. Succeed)

The W.E. Succeed SIG is geared toward women who are in the first two years of running their own business, or just thinking about starting their own business. Our group is informal, supportive, and friendly. We'll answer each other's questions as well as draw upon the expertise of other RWN members and the community at large. New members are welcome at any time. Our SIG meets from 4:30 p.m. – 6:00 p.m. in the RWN office, 249 Highland Avenue. **At the Tuesday, September 12, 2006, meeting Kelly Mullaney of Working Art Media, will present a program on Building a Successful Website. Diane Mashia, freelance trainer and part-time consultant, presents a discussion of Neal Rackham's SPIN Selling on Tuesday, October 3, 2006.** Join us and discover the power of questions in this interactive discussion on how to create long-term client relationships to grow and increase your new business. For more information, please contact Carol Rosenzweig at carol@spreadsheetsandmore.com or **(585) 381-2062**.

Young Professionals

After a brief hiatus, the Young Professionals SIG is back by popular demand! All "young professional" RWN members are invited to join Erica Czop and Jennifer Wenzke-Wallace, the new Coordinators, for a wide range of activities and presentations. The group's goal is to network with other young professionals and address issues that affect young women in the workplace. The group would also like to provide opportunities for young professionals to network with experienced professionals in the Rochester Area. "Young Professionals" include women who are establishing themselves in business or who are starting a new career. Anyone who is interested is welcome. For more information please contact the RWN office at rwn@rwn.org or **(585) 271-4182**.

Ghost Walk *The Landmark Society's Annual Halloween Event*



RWN has a limited number of reserved tickets to this typically SOLD OUT event!! Reserve by October 6th to ensure your spot at the spookiest networking event of the season!!!!*

Friday, October 20, 2006

Ghost Walk begins at 6:30 pm at the Third Presbyterian Church
(Corner of East Avenue and Meigs Street)

Meet at RWN's offices at 5:15 p.m. for networking, wine, and hors d'oeuvres **OR** at 6:15 pm at the Third Presbyterian Church

Entire Evening: \$20 Member/\$25 Non-member
Ghost Walk Only: \$10 Member/\$15 Non-member

"... like taking a tour through an old cemetery guided by the spirits of Rochester's yesteryears. Everyone of every age will not only enjoy their delightful *Ghost Walk*, but will also learn something of their city from those who made its history."

— Miriam Grace Monfredo

Was Jack the Ripper secretly from Rochester? What was hanging from that meat hook? Who was really responsible for Sam Patch's fatal plunge over High Falls? Discover these startling answers in the Landmark Society of Western New York's most popular annual performance, *Ghost Walk*.

Ghost Walk chills audiences with true, gory tales from Rochester's past. Told by "recently returned Rochesterians" in period costumes, portrayed by professional actors, this ever popular event almost always sells out.

Guided tours start at the Third Presbyterian Church on the corner of East Avenue and Meigs Street, in Rochester, NY. As RWN waits for its tour to begin, we will be regaled with trivia contests and other diversions. From the church, lantern-bearing guides lead those who dare, down darkened residential streets, to the ghosts who appear on the porches of stately historic homes from the 1800s.

Don't miss this opportunity to learn more about Rochester's history while enjoying some time with fellow RWN members and friends.

***Reserved tickets will only be held by the Landmark Society until October 6th. It is important to sign up as early as possible, before October 6th! This walk is handicap accessible.**

Speaking of Body Language: A New Look at Networking

Date: Thursday, September 14, 2006
Time: 7:30 a.m. – 9:00 a.m.
Place: Century Club
 566 East Avenue
Cost: \$20 Member/\$30 Non-member
 (Includes Continental Breakfast)

Being able to communicate your ideas effectively is perhaps the most important skill for leaders. Since 75% of a given message is communicated non-verbally, we will discuss how to use eye contact, changes in inflection and volume, pauses, and rate as part of our networking dialogue. Learn specific techniques to make a great first impression in our networking experiences in 30 seconds or less!

Linda D. Pratt, MA/CCC-SLP, Sp.Ed, is Owner and Executive Consultant for Charisma Communications, specializing in instructing people how to find their best voice. She is a licensed and certified speech pathologist with a background in diagnosis and treatment of voice disorders. She is a graduate of the Dale Carnegie Course and has been a graduate assistant in the Buffalo, Rochester, and Finger Lakes areas. Her articles have been published in *Business Strategies*, *Life in the Finger Lakes*, *Rochester Woman* and the *Rochester Democrat and Chronicle*.

Special thanks to Synthesis Management Group for sponsoring this program.



Corner on Community Service

"Women Build"

Habitat for Humanity
 Build Site: 43 Madison Street
 Friday, October 6, 2006
 8:45 a.m. – 4:00 p.m.

Six volunteers are needed to help build a house for the Flower City Habitat for Humanity. No experience or hard hats needed! Call the RWN office to register for the full day. Directions and more details will follow from the event coordinator, Dawn Hampsey.

"Motivation & Empowerment Panel Presentation"

Saint Joseph's Villa
 1099 Jay Street
 Tuesday, October 17, 2006
 6:00 p.m. – 8:00 p.m.

Eight volunteer speakers are needed for a panel presentation to twenty teen girls ages 14-18 in the Female Adolescent Wellness Program at Saint Joseph's Villa.

Speakers will discuss their professional experiences, overcoming obstacles, dressing for success, networking, goal setting, business etiquette, etc... to help educate, empower, and inspire the girls.

Eight networking volunteers are also needed to attend the event to show support by networking with the girls after the panel presentation.

To register, please call the RWN office and indicate if you are volunteering as a speaker or a networker. If you are volunteering as a speaker, please email a short bio to Tina Smagala, event coordinator at Tsmagala@aol.com. Tina will moderate the panel and provide the questions ahead of time to the speakers.

September/October 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 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 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
14-Sept	<input type="checkbox"/>	Speaking of Body Language: A New Look at Networking	7-Sept	\$20 Member/\$30 Non-member
16-Sept	<input type="checkbox"/>	Macy's Shop For A Cause Day	15-Sept	\$5
19-Sept	<input type="checkbox"/>	The 3T's: Time, Talent & Treasure	All Three Sessions	\$80 Member/\$110 Non-member
26-Sept	<input type="checkbox"/>	Session I: Role of the Board	15-Sept	\$35 Member/\$50 Non-member
3-Oct	<input type="checkbox"/>	Session II: Fiduciary Responsibilities	22-Sept	\$35 Member/\$50 Non-member
	<input type="checkbox"/>	Session III: Strategic Planning	29-Sept	\$35 Member/\$50 Non-member
21-Sept	<input type="checkbox"/>	Walking Tour of Mt. Hope Cemetery	18-Sept	\$5 Member/\$10 Non-member
10-Oct	<input type="checkbox"/>	New Member Orientation & Recruitment	6-Oct	No charge
20-Oct	<input type="checkbox"/>	Ghost Walk (Entire Evening)	6-Oct	\$20 Member/\$25 Non-member
	<input type="checkbox"/>	Ghost Walk Only	6-Oct	\$10 Member/\$15 Non-member
3-Nov	<input type="checkbox"/>	11 th Annual Business Conference "Powering the Economy Through Leadership & Innovation: Discovering What You Have That The Regional Economy Needs"	27-Oct	\$130 Member/\$160 Non-member (Until 10/1) \$150 Member/\$180 Non-member (After 10/1)

Special Membership Pricing—Limited Time Offer

Membership Renewal (If received by 10/31/06) Basic \$95 Patron \$190 Mentor \$335 Advocate \$620
New Membership: Now Through 12/31/06 Basic \$79 Patron \$149
New Membership: Now Through 12/31/07 Basic \$159 Patron \$329

Member Non-member

Name _____

Address _____

City/State/Zip _____

Check enclosed Charge: VISA MC

Signature _____

Total Amount: \$ _____

Phone _____ Fax _____

Email _____

Card # _____

Exp. Date _____

Non-Profit Org.
 U.S. Postage
 PAID
 Permit No. 4314
 Rochester, NY



Rochester Women's Network
 249 Highland Avenue, Suite 200
 Rochester, NY 14620
 women making connections

Return Services Requested