

# Up & Coming

## From The ED's Desk



For me, the dawn of a new year is a time of reflection—a time to look back and a time to look forward.

In looking back, I extend a heartfelt thank you to the many RWN volunteers who worked tirelessly to make 2005 an exciting and successful year. I won't list everyone by name for fear that someone's name might inadvertently be omitted, but I would be remiss if I did not personally thank Sheree Usiatynski, 2005 President of the Board; El-lie Cope, Incoming President of the Board; Donna Rawady, Chair of the Personnel Committee; and Barbara Capiereho, RWN Administrative Assistant for their help and support throughout the year. It has been my pleasure to work with each and every one of you, and I look forward to continuing our partnership. I am confident that with your help 2006 will be a banner year for RWN.

In looking forward, I think of resolutions—those things within ourselves that we want to change or improve upon. Empowering women to make positive changes is what Rochester Women's Network is all about. The Network offers networking opportunities, a wide variety of programs, Small Interest Groups, and volunteer opportunities, to name only a few, that enable members to make vital connections, grow personally and professionally, and succeed. As you look forward, I encourage you to resolve to take advantage of all that RWN has to offer.

Best wishes for a healthy, happy, and prosperous new year.

*Mary*

Mary Peters  
Executive Director

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## SAVE THE DATE!

### 2<sup>ND</sup> Annual RWN Splash! & 2006 "W" Award Presentation

Wednesday, March 8, 2006

5:00 p.m. – 8:00 p.m. at the Memorial Art Gallery

\$20 Member/\$40 Non-member until 1/31/06

\$25 Member/\$40 Non-member after 1/31/06

Hors d'oeuvres included. Drinks available.

Join us to:

Network with other career-minded women,  
Meet the "W" award finalists,  
Be there when the "W" Award recipient is announced, and  
Most importantly, have fun!

Be sure to register early as this event sold out last year.

## Warm Up with a Night of Wine Tasting

**Date:** Thursday, February 16, 2006

**Time:** 5:30 p.m. – 7:30 p.m

**Place:** Pane Vino Ristorante  
175 N. Water Street, Rochester

**Cost:** \$30 Members/\$40 Non-members

Feeling the winter blahs? Come out for an evening of Wine Tasting and friendship; network with other career-minded women while you taste wines from different regions.

Whether you are an experienced wine connoisseur or a novice, join in our celebration of wine! You will learn tasting techniques, wine terms and how to recognize and distinguish a wine's characteristics. You will also discover how your sense of taste and smell impact the enjoyment of wine.

Space is limited, so sign up early. Our last few wine tasting programs were sold out! Come network with fellow RWN members, enjoy delicious hors d'oeuvres, and sample wines from a variety of regions.

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

*"Thriving in a Challenging Business Environment"*



**Front row from left to right:** Heidi N. Zimmer-Meyer, Victoria G. Hines, Molly McGowan, Na'Keya Thomas, Debbie Simmons-Hathorn, Holly Wynn Preische, Stephanie Siegrist, M.D.; **Second row from left to right:** Heather C. M. Rogers, Esq., Gina DeMauro, Jennifer M. Johnson, Heidi Marcin, Laura M. Cooney, RA/AIA, Jennifer Sertl, Belimar Velazquez; **Not pictured:** Teresa Principe

If you weren't there, then you can't know the energy that was shared. If you weren't there, then you can't fully appreciate the sense of connection experienced. On November 1<sup>st</sup>, over 500 people gathered at the Rochester Riverside Convention Center for the 10<sup>th</sup> Annual Businesswomen's Conference. There was food, an inspirational keynote speech given by Maggie Wilderotter, President and CEO of Citizens Communications Company, 40 exhibitor booths, and programs such as, "Marketing on a Shoestring" and "Projecting Confidence in Interviews and Negotiations." Sachi Koto, former CNN news anchor and President of Sachi Koto Communications, gave a special presentation on "Dealing with the Media". The highlight of the day was the luncheon event in which 15 Rochester women were presented the RWN Up and Coming Businesswomen's Award. Luncheon speaker, Elaine Gallina Spaul, talked about facing our careers with courage. And it was a day for women from all walks of life to come together to network and learn more about themselves and each other.

Congratulations to BWC raffle winners: Donna Barravecchia, Twyla Cummings, Alice Curry, Rebecca Daniels,

Jennifer Hooch, Janet Nelson, Ann Ort, Vi Quackenbush, Karen Schuhle-Williams, Regina Seabrook, Brigid Sheehy, and Deb Whitt.

### *A special thank you to...*

**Our underwriters:** Preferred Care; Citibank, NA; Rochester Woman Magazine; Democrat and Chronicle; Frontier, A Citizens Communications Company; Nextel Partners; Birds Eye Foods, Inc.; Davie Kaplan, Chapman and Braverman, P.C.; ESL Federal Credit Union; Paychex; Rochester Institute of Technology; SuccessBuilders, LLC; Strong Health; Advantage Professionals; Monroe Ambulance; The Summit Federal Credit Union; New Genesis; and Bonadio & Company, LLP.

**Our door prize donors:** Beaver Hollow Conference Center, Downtown Fitness Club, Empire State College, Frontier Communications, Mary Kay Cosmetics (Sandy Benedetti), Mia's Nail Creations and Day Spa, Morgan Stanley (Betsy Foss), Preferred Care, Rochester Institute of Technology, Sue Staropoli, and Strong Health.

## *New Member Orientation & Recruitment*

- Date:** Tuesday, January 31, 2006  
**Time:** 5:30 p.m. – 7:00 p.m.  
**Place:** RWN Office  
 Cornell Cooperative Extension Bldg.  
 Lilac Room  
 249 Highland Avenue  
**Cost:** No Charge

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 join us for an Orientation & Recruitment meeting. 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 call the office at 585-271-4182 or e-mail [rwn@rwn.org](mailto:rwn@rwn.org) to register.

## **RWN Membership Survey Results**

Thank you to the 199 members who responded to the on-line membership survey developed by the RWN marketing committee. There are several ways we will use the results:

- Re-position RWN to better reflect the interest of our members.
- Modify our programs to target specific needs of women to make business contacts, strengthen business and life management skills, support the job change process, explore volunteer opportunities, and make long-lasting friendships.
- Adapt our programs to meet the logistical preferences of members for day, time, and location of meetings.
- Remain sensitive to cost, price, and value.

If you would like to help bring some new strategies to life, please join a committee — Membership, Program, Finance, Marketing, IT, or Underwriting would welcome your participation.

The winner of the \$50 mall gift certificate was Darcy Coddington of CCI Management Consulting.

## *Networking Aerobics: Out with the Old and In with the New!*

*Presented by Diane Mashia*

- Date:** Tuesday, January 24, 2006  
**Time:** 7:30 am – 9:00 am  
**Place:** Cornell Cooperative Extension Bldg.  
 Highland Room  
 249 Highland Avenue  
**Cost:** \$15 Member/\$20 Non-member  
 (Continental Breakfast Included)

Start the New Year off right by brushing up on your networking skills! In this fun and powerful session, we will get back to basics with the fundamentals of effective networking, including why you must make a constant and consistent effort to enjoy any positive results. On which side should you wear a nametag? In which hand should you hold your drink? Should you eat while networking if there are refreshments served? What is the technique for a

proper business handshake? What two topics are absolutely career-killing conversation topics that you should avoid completely? Find the answers to these questions, plus tips and tricks to make your networking efforts really pay off. Jump start your year with a boost to your networking repertoire!

Diane Mashia is a ten year veteran of career skills development, and a self-proclaimed "Queen of Networking." She has presented networking skill-building workshops for dozens organizations throughout the Northeast. Diane is President and Lead Improviser for Learning Out Loud, an employee development company dedicated to work-performance improvement through the use of humor, improvisation, and theatre.

## Welcome New Members

Jennifer Arbore	Eldredge, Fox & Porretti, LLP
Laura Cooney	FRA Engineering
Cindy Davids	NetFunding Corporation
Katherine Dzedzic	Electronic Field Productions
Shellie-Ann Francis	McDonald Financial Group
Laura Gladwin	Preferred Care
Katharine Hassell	
Smriti Jacobs	Rochester Business Journal
Deborah Jahn	ITT Industries Inc./ Space Systems Division
Vicki James	Re/Max First
Amanda Kellogg	The Rich Group
Kimberly Kelly	Paychex, Inc.
Katherine Kolthoff	Standard Register
Mary Ann Quinn	Rochester Financial Group
Lisa Saether	L.A. Saether
Stephanie Siegrist, M. D.	Westfall Orthopedics
Patricia Simmonds	Flaherty Funding
Jillian Stokes	Bank of America
Kathy Strong	Summit Performance Consulting
Jeanine Thiemel	Eastman Kodak Co.
Sequetta Wright	Atteuq Potential Unlimited, Inc.

## Transitions....

### Beginnings

Congratulations to Yvonne Divita, Holly Hewins, Esther Denaro Maltese, Diane Mashia, Donna Rawady, Jillian Stokes, and Sally Ward elected to the Board of Directors for a two-year term; and to Patricia Leva, Lynette Loomis, and Deborah Stendardi elected to serve a second two-year term; and to Robert Goheen elected to serve a third two-year term.

Also, we extend a warm welcome to the officers of the 2006 Board of Directors: Ellie Cope, President; Donna Rawady, President Elect (Secretary); Lois Williams-Norman, Vice President of Finance (Treasurer); Roberta Goheen, Vice President of Membership; Patricia Leva, Vice President of Programs; Deborah Harper, Vice President of Major Events; and Lynette Loomis, Vice President of Marketing.

### Endings

Sheree Usiatynski's term as President ends on December 31, 2005. We are extremely grateful to Sheree for her leadership, time, energy, and dedication.

We say goodbye to our outgoing Board members—Jonatha Caimano, Cynthia Herriott, Patricia Obstarczyk, and Vida Tamoshunas—with gratitude. They will be missed.

## “Corner on Community Service”

2005 was a successful year for Community Service. We sponsored a total of 4 events at: Sojourner House, Mercy Residential, Wilson Commencement Park, and Catholic Family Center.

A special thank you to **Lin Czop** for coordinating the event at Wilson Commencement Park and **Bonnie Smith** for coordinating our Catholic Family Center event.

**Our next event will be on Tuesday, February 14 from 4:30 p.m. – 7:30 p.m. at Sojourner House.** It will be our annual Valentine's Day Dinner event with the women staying at Sojourner House. We will help set up and decorate the dining room, and help the chef prepare and serve a 5-course dinner. It is always a lot of fun and a great opportunity to network with other RWN members. **If you're interested in helping, please register on line at [www.rwn.org](http://www.rwn.org) or call the RWN office at 271-4182.** If you would like more information, please feel free to contact Tina Smagala, Event Coordinator at **[Tsmagala@aol.com](mailto:Tsmagala@aol.com)**. We can only accept 15 registrations for this event, so sign up early as we have had to put members on a waiting list in the past.

If you're interested in being a part of the Community Service Committee or have an idea for an event, please contact Tina Smagala.

### RWN Office Has Moved

The Rochester Women's Network office has moved to **249 Highland Avenue, Suite 200, Rochester, NY 14620**, in the Cornell Cooperative Extension building. Our phone number, fax number, web address, and e-mail addresses remain the same.

## Thank You to Our Up&Coming Sponsors

**Calm & Sense Communications, Ltd.**  
25 North Washington Street  
585-530-2420  
**[www.calmandsense.com](http://www.calmandsense.com)**

**New Genesis**  
*Rochester's Affordable Medical Spa*  
585-242-9110  
**[www.anewgenesis.com](http://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.

***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.

# January/February 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
24-Jan	<input type="checkbox"/>	Networking Aerobics: Out with the Old and In with the New!	19-Jan	\$15 Member/\$20 Non-member
31-Jan	<input type="checkbox"/>	Orientation and Recruitment	27-Jan	No Charge
14-Feb	<input type="checkbox"/>	Community Service Project at Sojourner House	07-Feb	No Charge Members Only
16-Feb	<input type="checkbox"/>	Warm Up with a Night of Wine Tasting	09-Feb	\$30 Members/\$40 Non-members
<b>08-Mar</b>	<input type="checkbox"/>	<b>2<sup>nd</sup> Annual RWN Splash! &amp; 2006 "W" Award</b>	<b>01-Mar</b>	<b>\$20 Member/\$40 Non-member until 1/31/06</b> <b>\$25 Member/\$40 Non-member after 1/31/06</b>

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: \$ \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

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

Exp. Date \_\_\_\_\_

*Up&Coming Ne*  
Bacon, and Mary Peters.

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*Return Services Requested*

women making connections

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Rochester, NY 14620

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