

MAY 2005

**NAWBO** 

NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS

**GREATER ROCHESTER CHAPTER**

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# The Voice

## A message from our President...

**W**e have been working to create better opportunities for GRCNAWBO members to become familiar with each other both personally and professionally. We are in the middle of developing a new type of program to add to our traditional monthly programs. These smaller programs would be open to NAWBO members only and are based on the Best of NAWBO that we used to have in the past. A NAWBO member would speak to less than ten other members in a informal setting about her business or experience. The other NAWBO members attending would be able to ask questions specific to her business or work situation. For example a NAWBO member whose business is in marketing could help you make your business more visible in to the right people. A fee would be charged for these programs, the majority of which would go to the person speaking.

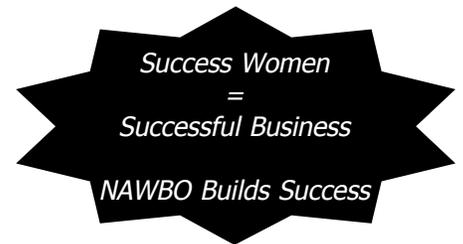


Another new feature is "NAWBUCKS". Every time you attend a program, you will receive one. Once you accumulate four NAWBUCKS you can use them to attend the next program for free!

We are in the process of revising the GRC NAWBO web site ([www.nawborochester.org](http://www.nawborochester.org)). Our goal is to have the membership directory available to you on-line.

We are also reviewing our biggest fund raising event, our Gala, to see if it is meeting your needs. You will be receiving a survey soon and I would love to hear your opinion. I look forward to seeing you at our annual meeting and please be sure to welcome our new members listed below!

*Beth*



## Welcome these new members...

- Theresa Kusak-Smith .....Mary Kay
- Dawn VanDamme .....VanDamme Associates
- Mary Lynn Vickers .....The Phantom Chef Personal Chef Service
- Dr. Donna Meyer, M.D. ....Mendon Pediatrics, PLLC
- Suzanne A. Choma .....SC Performance Consulting
- Eleanor Chin
- Stephany Moore .....S. Moore Consulting Services
- Umbereen Mustafa .....Advanced Multi-Service
- Joan Powell .....Retreat House Massage & Wellness Center
- Rachel Rosen .....Mediation Services
- Donna Reeves-Collins .....Cole & Parks

*Look for these new members & let them know all the great benefits you've received from Rochester NAWBO!*

*NAWBO would like to proudly recognize these fine sponsors:*





## 2004-2005 Board of Directors

### President

**Beth Laffey**  
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### Past-President

**Bridget Shumway**  
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**Ellen Hagelberg**  
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**BJ Mann**  
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## CONGRATULATE THESE NAWBO MEMBERS!

Congratulations to our three inspiring businesswomen Ruth Balkin - Balkin Library and Information Services, Carol Wright - Enterprise Solutions, Inc and Linda Yaniszewski - Execuscribe Inc.

Also congratulate our member of the year Stella Slaight - M&T Bank.

We will all miss Terri Clark - whom has left us for Chicago! Her infectious smile was always a high point of any meeting and we're selfishly sad to see her go - but thrilled to learn of her successes in the windy city!

When they said "once is never enough" Veronika Freeman took it seriously. She liked the adrenaline of starting a new business so much she's started a second one! In February Veronika started Revive!, whose mission is to help people create a chemical-free zone in their homes, workplaces and bodies through the use of biodegradable, safe cleaning products and synthetic-free vitamins and supplements.

## The Welcome Mat

One of powerful aspects of NAWBO is the breadth of diversity and collective knowledge of our membership. In order to leverage this, we will be featuring a new member each issue. With that, I'd like to introduce you to Cindy Reid, Co-Owner and Vice President of Mapping Analytics.

Mapping Analytics is comprehensive marketing strategy company that helps businesses figure out the geographic component to their growth:

Where should we build our second facility?

Who are our core customers and where are they located?

Where can we use media most effectively to reach our customers?

Who is our customer and what does the profile look like?

As you can imagine, there aren't many businesses that don't have a geographic component. And in the information overload blitz that we are in, any information on how to create relevance with the customer is of prime value. Cindy uses her experience in marketing, customer profiling, sales management and retail site selection to create better utilization of resources for their clients. Their current customer base includes some locally owned small business as well as major national accounts such as HR Block and Swarovski Crystal. Having grown from 2 employees to the current staff of 12, the economic outlook for Mapping Analytics is very positive with a projected two million dollars for 2005.

The two biggest challenges for Cindy over the next year are designing a sales process for the company and creating some checks and balances to ensure that their growth strategy doesn't compromise the quality experience that has build the reputation of the company since 1994. Cindy cautions us all, "I think that as companies grow, they forget to build for loyalty. It is the customer's perception of the products and services that really matters. You have to treat each customer experience as crucial. Too many times companies grow and assume that the customer experience is the same. You have to continually evaluate your perception with that of the customers!"

As a woman business owner, Cindy shares that one of the biggest personal challenges has been with establishing boundaries with employees. "You have to separate your role as a boss from your role as a mother. You see your employees in the same situations as your children and you can over extend yourself-emotionally. I have had to learn that there is a line. I can have compassion, but at the end of the day-it is not my problem."

To learn more about Mapping Analytics go to [www.mappinganalytics.com](http://www.mappinganalytics.com) or call Cindy at 585.271.6490.

*Jennifer Sertl is an executive coach and can be reached at 585.383.5400.*

# NAWBO PAC ORGANIZATION AND INFORMATION

1. What is purpose of the NAWBO PAC? To seek out, endorse, and contribute to the campaigns of Congressional candidates who, if elected, will advocate for the issues and positions set forth by the NAWBO Public Policy Council in its published public policy platform.
2. How can I obtain a copy of NAWBO's public policy platform? Visit the Public Policy section at [www.nawbo.org](http://www.nawbo.org) and click on "Public Policy Issues Overview" for both a summary and access to the complete issues guide.
3. How is the platform created? Input for these positions is obtained from the NAWBO membership via surveys and the chapter public policy representatives who serve on the Council. The Council then meets to develop non-partisan positions on business issues that it believes best benefit the business bottom line of women business owners in the US.
4. Does the platform contain any social policy, including women's issues? No. It only contains business-related issues.
5. How is the NAWBO PAC related to NAWBO and to WIPP? Although the NAWBO PAC is connected to NAWBO as a whole organization, it is a completely separate legal entity from NAWBO. Further, the PAC has absolutely no relation to WIPP (a separate organization named Women Impacting Public Policy). NAWBO's membership in WIPP allows NAWBO to partner on key policy initiatives and to lobby more effectively on Capitol Hill and with the Administration.
6. What is the political party composition of the NAWBO PAC governing board? The 14-member board is split exactly evenly between Democrats and Republicans.
7. How is the NAWBO PAC governing board formed? Members are nominated or self-submitted to the existing NAWBO PAC board for consideration. Some members serve in an ex-officio capacity due their positions on the national board, including NAWBO's President, Vice-President of Public Policy, and Treasurer, all of which are voting members of the NAWBO PAC. 50% of the NAWBO PAC governing board must be approved by the national board of directors.
8. How can I get more information about the NAWBO PAC? Visit the NAWBO PAC community at <https://memberservices.nawbo.org>.
9. Is Bobra Bush, Vice Chair of the NAWBO PAC, related to President Bush? No, and she is a life-long Democrat. NAWBO PAC Candidate Evaluation & Endorsement Process
10. Where does the NAWBO PAC get candidates to evaluate? Any NAWBO member may submit a candidate's name for evaluation. Additionally, the PAC analyzes the races in states where NAWBO has chapters and selects races that are considered toss-ups, and therefore, have the most to benefit by our endorsement. In both cases above, all opponents in each race will be evaluated.
11. What type of candidate is evaluated by the NAWBO PAC? The PAC only evaluates candidates for the United States Senate and House of Representatives in the general election, not the primaries.
12. Does the NAWBO PAC ever evaluate the presidential race? No.
13. What method does the NAWBO PAC use to evaluate candidates? Candidates from selected and nominated races are emailed a questionnaire, which mirrors the issues that comprise the NAWBO public policy platform. Candidates must submit a completed questionnaire in order to be considered for endorsement.
14. Then what happens? Those candidates who either left questionnaire items blank, or appear to oppose the platform positions, are interviewed to clarify their stance. Next, the NAWBO PAC governing board, armed with the candidates' positions and outside research from non-partisan organizations, evaluates each candidate for endorsement and funding.
15. What happens when a candidate does not return a questionnaire? The NAWBO PAC makes contact with the campaign on a least three occasions to request the completed questionnaire. If the PAC doesn't receive one, the process of consideration proceeds with the candidate(s) in that race who did return one.
16. How did the endorsement ceremonies happen? NAWBO distributed press releases nationally indicating the PAC's endorsements. NAWBO PAC governing board members then contacted the closest chapter to an endorsed candidate to coordinate the formal endorsement and contribution of campaign funds. The chapter representative worked directly with the candidate's campaign to obtain the most positive PR from the endorsement. This elevated the chapter's local media coverage and allowed members from across the country to participate in this important aspect of NAWBO's public policy mission.

## PAC Issues

17. What were the main issues that the NAWBO PAC focused on? The main issues were: support of the formation of Association Health Plans (AHPs), improving women entrepreneurs' access to federal procurement opportunities, permanent repeal of the estate tax, increasing women business owners' access to capital, and leveling of the playing field relating to business expense deductions. The PAC also considered the candidates' responses regarding the platform's stance on Social Security, Internet concerns, and the Workforce Investment Act (WIA).
18. Did the NAWBO PAC consider any women's issues such as abortion or any civil issues such as gay marriage? No.
19. Why not? The NAWBO PAC must only evaluate candidates based on NAWBO's Public Policy Platform. No other issues may be considered. NAWBO's vision and mission statements and its public policy platform are about women as business owners. Therefore, its public policy advocacy efforts do not include 'women's issues', which involve very personal decisions.

20. Did the NAWBO PAC consider any outside issues? Yes. The PAC considered the viability of the candidate, the demographics of the candidate's district / state, and any criminal or other publicly-reported unsavory behavior.
21. What if I strongly object to a NAWBO PAC-endorsed candidate because of the candidate's stance on woman's issues? NAWBO and the NAWBO PAC encourage you to contribute to and / or volunteer to campaign as a private citizen on behalf of any candidate you deem worthy. You may also join other organizations whose charter specifically seeks out candidates who support women's issues. NAWBO and the NAWBO PAC exist solely to advance your business.
22. Aren't NAWBO and the NAWBO PAC supposed to be non-partisan? We are, hence the 50/50 board split between the parties. Also, the PAC board did not consider party membership when evaluating the candidates' responses.
23. Why does the NAWBO PAC endorse so many Republican candidates if it is supposed to be non-partisan? Up until now, Republican candidates have often been more aligned with small business issues, which primarily mirror NAWBO's public platform. However, two Democratic candidates were endorsed. Also, unfortunately, many of the Democratic candidates up for consideration never responded to the questionnaire, even after the PAC made three (3) requests of the campaign.

## PAC Candidate Contributions

24. Are my dues used to fund candidate contributions? No. Candidate contributions are made from a separate NAWBO PAC account which is funded by NAWBO members and non-members who chose to make direct contributions to this account.
25. Is any portion of my dues or money from NAWBO used to fund the NAWBO PAC operations? Only direct contributions to the NAWBO PAC go toward candidate support. As part of NAWBO's mission of "propelling women entrepreneurs into... political spheres of power worldwide," NAWBO provides the administrative costs associated with supporting its Public Policy Council, lobbying on key public policy issues and positions identified by the NAWBO membership through regular surveys, and providing administrative and financial processing services to NAWBO's PAC.

For More Information, go to:  
<https://memberservices.nawbo.org>

## Blink-The Power of Thinking Without Thinking

Book Review by Jennifer Sertl

As business owners, our profits rise and fall based on our decision-making. That is why I think Blink is an essential read for all of us in NAWBO. Many of you may know Malcolm Gladwell from The Tipping Point. Well, he has done it again-inspired our thinking with research and data that is indisputable. With information overload and access to any research that we want with the click of the button and a search on Google, it can be undaunting to get all the information we need before making an educated decision. What a relief to learn in Blink that we have a master computer in our brain that makes decisions literally in the "blink of an eye." Two seconds is all it takes to assess a situation with 95% accuracy. What do we do, we discount that first impression and find all the data we can to dispute and debate it-even if it is not within our best interests. Women have been known for their intuition, Gladwell reminds us that we all have access to this.

We have to "unlearn" our biases and fears so that we can see reality just as it is.

The process Gladwell calls "thin slicing." Thin slicing is where the brain takes a micro-look at the macro and makes a decision. There is an entire section dedicated to sharing the research that has been done studying facial expressions. Two psychologists Ekman and Freisen catalogued ten thousand visible facial configurations and found that three thousand of them encompassed the entire array of human emotion. If we can learn to "hear" with our eyes-we can actually better discern what is going on "inside" of the mind of the individual we are communicating with. Words, after all, make up only 7% of communication. Imagine the implications and our ability to make even more impact with our customers and our employees. We could better anticipate their objections, worries, concerns and make them feel "acknowledged" in uncommon ways.

By Malcolm Gladwell  
254 pages

Little, Brown & Company publishers

Unfortunately the book is not a "how to" but rather a "what if." It leaves us to find out more if we are going to use "thin slicing" to our advantage. The leave behind that I hope makes a difference for you is that instead of listening to your intuition, you must "obey it." We have been conditioned not to pay attention to clues that are right in front of us. All we have to do to "uncondition" ourselves is to pay attention to what occurs within the first two seconds of any interaction. Truth is literally a "blink" away.

"Thin slicing" and the ability to accurately read the first two seconds is an important skill to own and foster. At the same time, due diligence is an important part of our success. To add balance to the conversation, I would also recommend Paul C. Nutt's Why Decisions Fail. This book lets us learn from our mistakes and other aspects of the decision making process.

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Jennifer Sertl is an organizational effectiveness consultant and executive coach and can be reached at 585.383.5400 or [jsertl@rochester.rr.com](mailto:jsertl@rochester.rr.com).

# Communication Catalyst

Book Review by Jennifer Sertl

By Mickey Connolly and Richard Rianoshek

Conversation is like the air we breathe. It is all around, always present, and taken for granted. In *Communication Catalyst* Mickey Connolly and Richard Rianoshek create a communication model that points to the fact that we are suffocating from lack of oxygen—meaning we are gasping for meaningful dialogue—in our lives, in our families in our work environment. Conversation is the most available and most underutilized resource that we have to create what we want in our lives. Through their model you can learn how to be mindful of the conversations around you and even more powerfully how to be mindful of the conversation you are having in your own head. Is this conversation creating "value"; therefore, empowering? Or is this conversation creating separation, confusion or fear, which equals "waste"?

"In organizational life the community is potentially much smarter than any individual. However, your ability to release the potential brilliance of the community depends to a large extent on to the quality of interaction between individuals. In today's business world, the ability to engage in high-quality conversations represents a real competitive edge."

To leverage this competitive edge, we must become masters of coordinating action. The more variables, the greater the need for clarity. We all know this. But how do you design for clarity in coordinated activity? The answer lies within the *Communication Catalyst's* conversation meter. This is a tool that allows individuals to evaluate the quality of the interactions taking place within any given system. The meter is a dashboard with a horizontal axis from 1-100:

Most people communicate to either entertain, convince or advise. When you become more mindful to conversation you learn that the level of effectiveness is a direct result of the level of listening. According to Connolly and Rianoshek the true litmus test for listening is that learning has occurred. Learning? Yes, learning. How can you learn while you are defending a position? That is exactly the point.

In order to create progress and momentum in whatever goal you are coordinating through others, you must be able to create a pathway to action that includes the worries, concerns, and perspective of the others involved—this "pathway to action" is called the intersection. In order to design and intersection in conversation, one must internalize these core axioms:

1. All humans have purposes, concerns, and circumstances.
2. When people perceive you are unaware or opposed to their purposes, concerns and circumstances they resist, producing waste.
3. When people perceive you are aware of and sensitive to their purposes, concerns and circumstances they communicate and collaborate, producing value.

When we come to conversation with a mindset to learn and respect these axioms, we can reduce fear, confusion, and create authentic and actionable outcomes.

The *Communication Catalyst* is full of real examples that demonstrate not only the philosophy behind the communication model but application. Truly a breathe of fresh air.

“Innovation occurs for many reasons, including greed, ambition, conviction, happenstance, acts of nature, mistakes, and desperation. But one force above all seems to facilitate the process. The easier it is to communicate, the faster change happens.”

— JAMES BURKE —  
CONNECTIONS  
(1995 EDITION)

## 0-25

### Pretense Focus:

*Avoid Difficulty*

A direct conflict between what you say in one situation and what you say in another (lying, withholding information).

## 25-50

### Sincerity Focus:

*Be honest, defend my honest opinion*

An honest report of my point of view; includes thoughtless certainty that my view is accurate.

## 50-75

### Accuracy Focus:

*Reveal facts and compare explanations for value*

Separating mutually observable facts from explanation of those facts. Includes the recognition that my perceptions are not reality.

## 75-100

### Authenticity Focus:

*Clarify several essential purpose and reveal intersections for action*

Genuine appreciation of various views and factors, researching where they intersect for new insight and opportunity.

# Calendar of Events

## Wednesday, June 8 - 5:30pm – 7:30pm

*Networking & Annual Meeting / 8-Minute Networking*



*Do you have a story you'd like to share? Know of a business woman we should feature in our next newsletter? Please contact NAWBO newsletter designer/writer, Veronika Freeman (dataalm@consultant.com) with your ideas.*

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