



## News from RWN President, Holly Hewins



As 2017 ends and 2018 begins I have taken a moment to think back about this past year and everything that has been accomplished and say thank you and give credit to our members, SIG leaders, Committee Members and finally the RWN Board of Directors.

To Cindi, Jodi, Dawn, Susan Yovanoff and Paula, who are stepping off the board this year, many thanks for your years of service on the RWN Board. I am happy to say that while these ladies are stepping off the Board their commitment to our organization continues with their work on committees, our membership task force, and SIG leadership.

And welcome to the RWN board Jennifer, Jillian, Cynthia and Jill. I have had the pleasure of working with each of you on various RWN committees and look forward to working with you next year.

Thank you to our board members who are continuing on the board, many stepping into leadership positions in 2018. Thank you to Teresa, Susan Jefferson, Miranda, Erin, Caitlin, Carol, Megan and Diana.

It is a great feeling to hand the baton over to Linda Heeler, I have great confidence she will do a wonderful job. Thank you to Linda for all of your support this year and saying yes to being President for 2018. I look forward to your leadership, continuing the initiatives that were started this year and supporting you next year.

Finally, thank you to Sandy Richardson who does so much for our organization and for me this past year.

Thank you, thank you, thank you all!

Best,  
Holly

December 2017

### CONTENTS

News from RWN President, Holly Hewins

News from the RWN Office

Welcome New Members/Renewals

RWN Advocate Spotlight

Up & Coming Events

RWN Committee Announcements

Special Interest Groups (SIGS)

Community Connections

## News from the RWN Office



Happy Holidays!

### Results for RWN's 2018 Election for RWN Board of Directors and Nominating Committee:

Congratulations! The following people have been elected to RWN's Board of Directors for a 2 year term beginning January First 2018:

Jennifer Cave, Cynthia Ely, Jillian Jones and Jill Wesley

The following individuals will serve on the Nominating Committee in 2018:

Leslie Arduser-Brogan & Linda Noeth

A special thank you to Jessica DeCotis for connecting RWN to Diji Signs! RWN was featured atop some local taxis in November.



Diji Signs brings a new way of marketing and advertising to Upstate NY through digital car top ads. Diji helps businesses build brand awareness, while contributing to your customer base. Diji Signs partners with local affiliates whose entire business is driving all over Rochester and its surrounding areas. As our fleet of affiliate vehicles drive around 7 days a week, your customized ads are viewed throughout the community at optimized times, day and night.

Diji Signs is offering special introductory pricing during our first 12 months to a limited number of businesses. We also offer exceptional discounts to non- profits!

If you're interested in learning more about Diji Signs, please reach out to RWN member, Jess DeCotis at [jess@dijisigns.com](mailto:jess@dijisigns.com) or call [585-364-2423](tel:585-364-2423). [www.dijisigns.com](http://www.dijisigns.com)

### Reminder about RWN's partnership with Nazareth College

#### Educational Partner Network

#### NAZARETH COLLEGE

The Nazareth College Educational Partnership provides RWN members with a 20% tuition discount and opportunities for professional development, career advancement, network building, and acquisition of necessary, relevant skills that benefit our members.

Members receive the tuition discount for graduate degrees in education, human resources, management, or marketing at Nazareth, in addition to any employer tuition benefits. Please visit the [Nazareth Partnership Network Webpage](#) for more details and how to apply.

## RWN New Members and Renewals

### Renewals

Donna Hall  
Tina McKean  
Mary Ann Uhrenholdt

### Welcome

Sharon Cassano Lochman  
Heather Tenny  
Mercedes Vazquez  
Ashley Wyand

## RWN Advocate Member Spotlight: Sonya Allen, Principal at Sonya Allen Interiors



Sonya Allen Interiors is a full service commercial and residential interior design business specializing in functional, visually pleasing, and impactful spaces. We believe when you and your environment are one you are able to be your most natural and true self. Our spaces are elegant, diverse, boldly unique, and designed with uncompromised quality. We maximize your time and money, while maintaining the quality of the design. Partnering with our clients, we create spaces that embrace your lifestyle allowing you to experience your full potential. Companies can create environments that

are productive, enjoyable, and personal, while residential clients enjoy the experience of creating a home that is intuitively designed for them.

In business for over 15 years, projects range from commercial design services and project management, to high-end residential new-build and space redesign services. Sonya's experience and expertise includes design development to contract administration, including building and architecture planning, space and floor planning, construction documents, project management, product specification, and design implementation.

She's studied design at New York School of Interior Design (NYSID), Marymount University, and George Washington University's Interior Design Masters Program.

With her 17 years of corporate executive experience at a Fortune 100 Company, and her design education and experience, Sonya has the business acumen to understand the 'client focused' approach to design. Her business experience and unique approach to the creative process creates a strategic advantage for successful projects as seen in Rochester Magazine, DesignNY, Rochester Philharmonic Orchestra Designer Showhouse, and projects along the east coast.

Featured in Rochester Magazine, December 2017 Issue:

<http://www.democratandchronicle.com/story/rochester-magazine/2017/11/29/life-hilltop-chateau-interior-designer-dream-home/899771001/> <<http://www.democratandchronicle.com/story/rochester-magazine/2017/11/29/life-hilltop-chateau-interior-designer-dream-home/899771001/>

## Up & Coming Events

### RWN Holiday Networking at Craft Company No. 6 - Members Only please.

**Date:** Thursday, December 14, 2017

**Time:** 5:30 p.m.

**Location:** Craft Company No. 6, University Ave, Rochester, NY 14607

**More Information:** Must be logged in as a member to register

### RWN Free (to Members) Monthly Networking

**Sponsors:** Kathleen Roth, Waterstone Financial

**Date:** Thursday, January 11, 2018

**Time:** 5:30 p.m. to 7:30 p.m.

**Location:** Waterstone Financial, Toby Village, Pittsford

**Price:** Members: FREE, nonmembers \$10

**RSVP:** [Register on-line NOW](#)

### Explore RWN: Information Session for RWN

**Date:** Tuesday, January 16, 2018

**Time:** 5:30 p.m. to 7:00 p.m.

**Location:** RWN Office, 1598 Penfield Road, Suite 3

**RSVP:** [Register on-line NOW](#)

### Save the Date: January 18, 2018

Members Only – Minute Mentoring at the Irondequoit Library - more details available soon!

## RWN Committee Announcements

### Marketing and Newsletter Committee

The Marketing Committee is committed to getting the news out about all of the amazing things that RWN has to offer...but we can't do it alone! We need you to share our posts, forward the emails, and invite friends and colleagues to our events and to membership. Follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#). Join our committee to share your marketing talents with RWN!

**Date:** Thursday, December 28, 2017

**Time:** 4:30 p.m.

**Location:** RWN Office, 1598 Penfield Road, Suite 3

**RSVP:** No Registration Required. For more information, contact Susan Jefferson at [susan@techcreativewebdesign.com](mailto:susan@techcreativewebdesign.com)

### Ambassador Committee

Ambassador Committee Members mentor new RWN members to help them maximize their RWN experience. Committee members contact new members to explain their own RWN experience and how it has benefited them as well as finding the right SIG and/or Committee that matches the new members' goals and purpose for joining RWN. The Ambassador Committee is always looking for new volunteers to share the benefits of their RWN experience with new members. Our group generally meets quarterly. Our next meeting is in Winter/Spring.

For more information, contact Nancy Woolver at [newoolver@ft.newyorklife.com](mailto:newoolver@ft.newyorklife.com) or (585) 683-2981.

### Membership Committee

**Featured Member:** Miranda Wilcox

**Why I Joined RWN:** When I decided six years ago to dedicate my newly launched coaching business to women, I made the strategic decision to investigate

Rochester Women's Network. I didn't visit RWN because of anything I had heard or experienced about the organization. Based on nothing more than a Google search, I registered for and attended the next recruitment and orientation meeting. I joined that night.

Like many others, I chose RWN primarily for building relationships with other businesswomen. At the time of my first visit, I had a small network. My attitude toward networking was apathetic, at best. That, and my uncertainty about how to get involved in the community, had kept my LinkedIn network barely above double digits.

Shortly after joining RWN, I decided to attend a Summit Business Conference planning meeting. I have chaired or co-chaired the event ever since. I joined the board of directors in my second year as a member. I've also been active in the Marketing, Membership and Community Service Committees. A few years ago, I launched the Success in Giving Special Interest Group (AKA "the SIG SIG"), which continues to be a valuable resource for support and referrals. And while I miss many more programs and free networking events than I would like to, I get to experience enough to keep me feeling connected and inspired.

Everyone's RWN experience is different. For some, professional development is the motivating factor. Others are looking for mentorship, support and camaraderie. My membership started at a time defined by growth. Today, my business has become financially successful. I meet clients and collaborators through RWN. The number of my LinkedIn connections is nearly 1000.

When I make new local acquaintances these days, I often hear that my name or face is familiar. My consistent response is, "Are you a member of RWN?" I know that chances are we have met at an RWN event, or they have seen me in the media as an RWN representative. Or noticed my byline in the newsletter—often accompanied by my headshot that was taken by Renee Veniskey, an RWN member.

If you'd like to share your story of why you joined RWN, please email Lynn Kerr at [lynn@bookeepkerr.com](mailto:lynn@bookeepkerr.com).

New member application

link: <https://www.runmyclub.com/RWN/application.asp>

Membership Renewal

Link: <https://www.runmyclub.com/RWN/renewal.asp>

Please contact Sandy at (585) 271-4182 or at [rwn@rwn.org](mailto:rwn@rwn.org) if you have any questions.

The Membership committee works on developing strategies to retain current members, and recruit new members. New committee members are always welcome

to attend our meetings and share growth opportunities, retention initiatives, and explore potential RWN opportunities. If you can't make a meeting, suggestions for membership initiatives are always welcome via email.

The Membership Benefits document has been updated and posted on the RWN website

<http://www.rwn.org/levels.html>. We encourage members to review the benefits of different levels of membership and determine which level best suits their needs.

Reminders - SIG's are a member benefit – please keep your membership current and don't forget your loyalty card when attending RWN events. Once you have had your loyalty card signed for attending 12 different RWN events in one year – you are entitled to get 20% off your next year's membership dues, whether you stay at same level or upgrade to higher membership level!

LOYALTY Cards – Everything you always wanted to know but were afraid to ask!

1. They do not expire
2. Free networking events do not apply
3. Member can have card signed once per year by committee chair or co-chair, for each committee they participate in
4. Member can have card signed once per year by SIG leader for each SIG they participate in.
5. Member who brings in new paid member can have card signed for each new member

We meet the 4th Wednesday of every month at noon. If you have any questions, or want more information, please contact Lynn Kerr at [lynn@bookeepkerr.com](mailto:lynn@bookeepkerr.com).

**Date:** Wednesday, December 27, 2017

**Time:** Noon

**Location:** 1115 East Main St (Old Hungerford Bldg)  
Rochester, NY 14609

**RSVP:** Contact Lynn Kerr if you plan to attend at [lynn@bookeepkerr.com](mailto:lynn@bookeepkerr.com).

## Finance Committee

Have you ever thought about where RWN's revenue comes from or where it goes in a non-profit organization? Now is a good time to join our Finance committee and learn more about our financial obligations. Our committee works behind the scenes in areas that keep RWN running to include; providing annual budgets, reviewing contracts and supporting other committees as the financial liaison. I am confident that the knowledge you acquire from this committee will benefit your own career (or personal) success. Come join our group, no financial experience required.

If interested in joining our committee, contact Cindi Crowley at 585 329-9079 or [cindi@rochester.rr.com](mailto:cindi@rochester.rr.com).

**December is Annual Budgeting time!** For meeting details please contact Cindi Crowley at [cindi@rochester.rr.com](mailto:cindi@rochester.rr.com). There is NO meeting on 12.26.17. Thank you!

### Explore RWN - Orientation & Recruitment Committee

The Explore RWN committee is seeking volunteers to share their RWN experiences and their enthusiasm about RWN. The Committee organizes and holds orientation and recruitment sessions approximately every six weeks for potential members, new members and members who just want to find out more about RWN. This is a great opportunity to practice your public speaking skills. This is also a great opportunity to network with potential and new RWN members.

Next Explore RWN January 16, 2017 – see event details above to register.

For more information or to join the committee, please contact Amy Varel at [avarel@mccmlaw.com](mailto:avarel@mccmlaw.com) or (585) 546-2500.

### 2017 Program Committee

Develop programs to engage RWN members on a professional and personal level. We reach out to cultural organizations, corporations & individuals to achieve goals and objectives of RWN in a fun, relaxed environment.

We welcome all RWN members to stop in for one of our programming meetings to see what it's about, and see if it's something for you! I look forward to seeing new faces at our next meeting.

Please join us for our upcoming programs – details are available on line at [RWN Upcoming Calendar of Events](#)

**Date:** Thursday, December 7, 2017

**Time:** Noon

**Location:** East Ave Wegmans

**RSVP:** Come join us! Email Linda for details

For more information, please contact Linda Heeler, Program Chairperson at [linda@liveinspiredlifecoaching.com](mailto:linda@liveinspiredlifecoaching.com)

### Community Service Committee

Network while giving back to the community. For more information, contact Brigid Ryan <mailto:brigidsryan@gmail.com>

**Date:** January, 2018 – Date TBD

**Time:** 6 pm

**Location:** RWN Office within ROC City Wellness  
1598 Penfield Road, Rochester, 14625

**RSVP:** Brigid Ryan at [brigidsryan@gmail.com](mailto:brigidsryan@gmail.com)

### Special Interest Groups (SIGs)

**One RWN member benefit is the opportunity to participate in our SIGs. If you are interested in attending a SIG please join RWN - Click [here](#) for the link to our membership page.**

#### Accountability SIG

Whether you are in need of help setting your goals or just staying accountable to the goals you've set, then this is the SIG for you. Each meeting we check in to see what's working, what we can improve on and then we set our goals for the following month. We also identify the support and structure we need to help us reach our goals. If you're currently feeling stuck and are looking to move forward, then give us a try! We meet the third Wednesday of the month from 6-7:30pm.

**Date: Resuming in January 2018** - Contact Tamara for more information.

**Location:** 1598 Penfield Road, Suite 3

**Pricing:** Included with RWN membership

**Info:** Please contact Tamara MacDuff at <mailto:tamara@nowdigitalmarketing.us>

#### New SIG! Destress for Success

Meditation is becoming a popular resource for stress reduction in the workforce and at home. The 24/7 culture that we live in takes a toll on our body, mind and spirit. This offers a way to rejuvenate and relax, plus it's relatively easy!

Different forms of meditation like mindfulness or creative visualization, train your mind to focus, to clear your thoughts, and experience inner peace. It is key to building a career that suits you. It helps you to establish healthy relationships not only in your career, but with family, friends and yourself. Each session will explore this tool and how to apply it to your leadership skills and daily life.

**Date:** Tuesday, December 19, 2017

**Time:** Noon

**Location:** Grow 2 B U Office, 11 N. Goodman, Rochester, 14607

**Pricing:** Included with RWN Membership

**RSVP:** by to Alana Cahoon at [alana@grow2bu.com](mailto:alana@grow2bu.com)

## Board of Advisors SIG (BOA)

RWN's Board of Advisors SIG is a group for small business owners. BOA SIG members act as a confidential advisory board for each other. We meet monthly to discuss our goals, track our progress, and talk through any business question a group member needs advice or input on.

We meet the 1st Wednesday of each month from 3 p.m. to 5 p.m. Membership is restricted to individuals who are business owners working full time at their business. Attendance at meetings is required, with two absences a year allowed. Members can call in for a meeting if they are unable to attend in person.

If you are interested and would like more information, contact Dawn Hampsey at [dawn@hampseycpa.com](mailto:dawn@hampseycpa.com).

## Success in Giving (SIG) SIG

Part referral group, part peer support, and part professional development, the SIG SIG will provide a forum and inspiration for RWN members to contribute to each other's success by sharing referrals, best practices and strategic connections in a safe and supportive environment.

Members who naturally give to others—without compromising their own success—will be the best fit for this group. A group of people who want to give help and receive contacts and information to achieve their professional goals will fulfill the SIG's purpose.

The group will meet on the first and third Thursdays of the month, with networking at 8:00 - 8:30 a.m. and the formal agenda at 8:30-9:30.

**Date:** Thursday, December 7 & Thursday, December 21

**Time:** 8:00 a.m. - 9:30 a.m.

**Pricing:** Included with RWN membership

**RSVP:** Interested members must contact SIG chair to seek group approval in order to maintain a safe environment that is free of competition.

**Info:** Contact Jodi Atkin [jodiratkin@gmail.com](mailto:jodiratkin@gmail.com).

## Restauranteers SIG

2-Vine has been around for quite a few years now and was recently renovated with a new menu. The redesign is beautiful and very open. Larger bar. Food is reasonably priced with such items as pasta, chicken cutlets and salmon. Feel like a casual dinner with friends...join us.

**Date:** Wednesday, January 10, 2018 (**Please note: NO December dining out...**)

**Time:** 6:00 p.m.

**Location:** 2-Vine, 24 Winthrop Street, Rochester, NY 14607

**Pricing:** Members pay for their own meals and drinks.

**RSVP:** If you wish to attend, please sign up on line at [www.rwn.org](http://www.rwn.org). Questions? - Contact Joanne Madonia – SIG Chair – 585-475-7456 or by email: [jmrral@rit.edu](mailto:jmrral@rit.edu)

## Rochester Women Refer SIG

RWN's Referral SIG is looking for women business owners who want to foster relationships, build their businesses and become brand advocates for their fellow members.

We still have room for a few people within the group. If you'd like information, please contact the leaders, Megan Mills [mmills1@farmersagent.com](mailto:mmills1@farmersagent.com) or France MacDonald at [info@FranceMacDonald.com](mailto:info@FranceMacDonald.com).

The RWN Rochester Women Refer SIG meets the 2nd and 4th Fridays of the month at noon. Only one representative from each industry is allowed but a second group will be created if we have enough interest. Attendance is required with an occasional sub when you can't make it. This is to ensure that the group stays robust and interactive with the members.

**Date:** Friday, December 8, 2017

**Time:** Noon

**RSVP:** Megan Mills at [mmills1@farmersagent.com](mailto:mmills1@farmersagent.com) or France MacDonald [info@FranceMacDonald.com](mailto:info@FranceMacDonald.com).

## Sales & Marketing SIG

Please check with Jackie about plans for December meeting - [jackie@offsiteaccounting.co](mailto:jackie@offsiteaccounting.co)

Meets the 3rd Thursday of every month. Please send an email to [jackie@offsiteaccounting.co](mailto:jackie@offsiteaccounting.co) if you are planning to attend, we have to give a count to the restaurant. This is a free event - but you do have to purchase lunch.

**Date:** Thursday, December 21, 2017 – tentative- please check with Jackie

**Time:** 11:45 to 1:00 p.m.

**Location:** Browncroft Family Restaurant

**Pricing:** Members pay for their own meals and drinks.

**RSVP:** Jackie Johnson [jackie@offsiteaccounting.co](mailto:jackie@offsiteaccounting.co)

## Finance SIG

For women with careers that deal with some aspect of finance. We are all about networking and sharing information pertinent to our profession. The world of finance is rapidly changing and we help keep each other current.

**Date:** Wednesday, December 20, 2017

**Time:** NOON - 1:00 p.m.

**Location:** The King & I, 1455 E. Henrietta Road  
Info: For more information, please contact Holly Hewins at [Hollis.Hewins@FNFG.com](mailto:Hollis.Hewins@FNFG.com).

### Wine SIG, Part Deux (A Drinking group with a networking problem)

Due to popular demand Rochester Women's Network is starting a second Wine SIG! We will learn about wine, food, and each other as we sip around the Wine Bars of Rochester.

**Date:** Wednesday, 12.20.17 (tentative depending on availability & interest)

**Time:** 5 p.m. to 7 p.m.

**Location:** Contact Katie for details

**Pricing:** Please bring \$20 - covers a tasting, food pairing and gratuity- please bring cash or check.

**RSVP:** Katie Rudow at [Katie.Rudow@morganstanley.com](mailto:Katie.Rudow@morganstanley.com)

## Community Connections

### Brightstar Community



The cycle of addiction, prostitution and human trafficking have reached epidemic proportions in the United States. Sadly, this problem is especially severe in the Rochester area. However, there is good news. A program called Thistle Farms, developed in Nashville, TN, which has been helping women trapped in sexual slavery and prostitution for more than twenty years is being brought to Rochester by Sue Kirby, founder and Executive Director of Brightstar Community, a locally based organization using the Thistle Farm model. Brightstar is one of 41 sister organizations to Thistle Farms and a member of the Thistle National Network. Brightstar is working to create a community of healing for victimized women, providing a home where they are safe and can recover from addiction and abuse, learn critical life and vocational skills, and become a healthy, productive member of our society, with skills to not only survive but thrive.

The Brightstar community is reaching out to personally invite you to an important panel discussion addressing the issues of sex-trafficking and prostitution in the Rochester area. **Please join the discussion on Saturday, December 16<sup>th</sup>, from 10:00-11:30 a.m. at the RIT Center for Urban Entrepreneurship (C.U.E.), located at 40 Franklin Street in downtown Rochester.** We are pleased to welcome Becca Stevens, the founder of Thistle Farms, to Rochester to share her knowledge on how to bring women back from the streets and help them become productive members of our community.

**About Becca Stevens:** Becca Stevens is a renowned author, humanitarian, and a CNN Hero of 2016. Her passion project, Thistle Farms, is a Nashville-based program designed to heal, empower, and employ women survivors of trafficking, prostitution, and addiction. Becca's program has become so successful, in fact, that it has become a model and inspiration for similar recovery programs around the country, including Brightstar Community.

You can find more information about their program at <https://thistlefarms.org/pages/model-impact>. Please RSVP to Sue Kirby at (585) 690-2994 by December 6, 2017 to attend this event and learn about our community of healing.

In addition to the panel discussion on December 16<sup>th</sup>, there are several other events open to the public to support Brightstar the weekend of December 15-17<sup>th</sup>:

**Book signing with Becca Stevens** at the Pittsford Barnes and Noble - December 15, 2017, 3:00-5:00 pm  
**Cocktail Reception with Becca Stevens** at Nazareth College - December 15, 2017, 7:00-9:00 pm  
**Morning Services with Becca Stevens**, Church of the Ascension - December 17, 2017 8:00 am & 10:15 am

For more information about Brightstar Community, visit [www.brightstarcommunity.org](http://www.brightstarcommunity.org). Remember, the more you know, the more you can help!

### SCORE Workshop

Accounting Recordkeeping & Taxes for Small Business  
Thursday, December 7, 2017  
8:45am - 3:30  
Fee: \$49

**Are you a small business that could benefit from guidance in the areas of accounting, record keeping or regarding sales tax issues?**

If you answered YES, this workshop has been designed especially for you.

[Highlights of this workshop:](#)

- Accounting & Record Keeping
- Overview of Financial Statements
- Independent Contractor Reporting
- Business Entities From a Tax Perspective
- Employee vs. Independent Contractor
- Types of Records to Keep
- Employee Reporting
- Types of Accounting Methods
- New York State Sales Tax Overview

***Presenter: Lisa Pelletier, owner Pelletier Accounting & Tax Services, Inc.***

Click on the link below for more information and to register.

[Get more information](#)

**Register Now!**