



News from RWN President, Linda Heeler

Last summer, our board, led by our president, Holly Hewins, assembled a Strategic Task Force to work on a plan for moving RWN forward. The Task Force uncovered one finding which I thought was important: RWN's SIGs (Special Interest Groups) are a unique member benefit and a tremendous value to those members who choose to participate in them.

Since everyone has their preference when networking, RWN's SIGs offer a variety of ways to connect with other members to begin to build strong, long-lasting relationships.

I didn't know how to network when I started my business and attending programs and events with a lot of people seemed overwhelming. It was intimidating for me to walk into a room of strangers.

Attending the Sales & Marketing SIG seemed more manageable for me and I felt immediately welcomed by the leaders. And, the small group of attendees (about 10 people) was something I could manage.

That SIG was my gateway to join other SIGs, like the Rochester Women Refer SIG. Then I began attending the monthly Free Networking event and even some small programs. I even started my own SIG.

As I built my RWN network, it made it easier to attend more events knowing that I was likely to see a familiar face when I walked into the room.

April, 2018

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wide variety so you are bound to find something that's of interest to you. There are business and career related SIGs such as the Finance SIG, Sales & Marketing SIG, Success in Giving SIG, Rochester Women Refer SIG, the Board of Advisors and the brand new Leadership SIG. At the Accountability SIG, you can take on career and/or personal goals.

If you want to network in a more social atmosphere, check out the two Wine SIGs, the Restauranteer SIG and Destress For Success.

As an RWN member, you have the opportunity to start a SIG as well. Just contact our SIG chair, Dawn Hampsey, to learn how.

Consider visiting a few of our SIGs to find what's the best fit. Then be sure to follow up with those you meet. By building one relationship at a time, we strengthen our connections not only within RWN but the community as well. And that's a benefit for all!

With gratitude,

Linda Heeler

News from the RWN Office

The office has moved! Our new home is at 2509 Browncroft Blvd, Suite 211, Rochester, NY 14625. We are about 1 mile from our old location! The new building sits on the eastern portion of the shopping center at Browncroft Blvd. & Blossom Road. Please note: the professional buildings in this area do not sit directly on Browncroft. For those who have attended the Sales & Marketing SIG we are in the exact same plaza area. As with any new location the first time can be challenging – please bear with us as you find your way here that first time – after this you will know exactly where RWN is located. The good news about not being directly on Browncroft is this makes entering & exiting the area much easier! I may be reached at rwn@rwn.org if you have questions. I am in the process of making arrangements for a new office phone. Our old carrier doubled the price with the move so I am working to make alternate arrangements and be smart with RWN's resources. Thank you for your patience.

Our major event committees have been working hard to plan & organize RWN's 2018 events. The "W" Award Celebration, Women Inspiring Women will be held on Tuesday, 05.15.18 and our 40th Birthday party will be held on Friday, 11.16.18 – please put these dates on your calendar! Interested in Sponsoring RWN's 2018 events please contact Teresa Delibert (Teresa@delibertemployment.com) or Jillian Jones

jillianj@supportivedivorcesolutions.com [Click here for the sponsorship package/opportunities.](#)

Interested in donating a product or service for the "W" Award Celebration fundraiser? Please contact Carly Rohlin (carly@missioncommercialrealty.com).

RWN Board Opening – RWN is seeking a member to join the RWN Board as the VP of Finance. To qualify you must be an RWN for a minimum of 3 years. CPA preferred or solid understanding of financial statements. If you are interested please contact Linda Heeler or Sandy Richardson.

"W" Award, Women Inspiring Women. Thank you to everyone who took the time and energy to shine a light on a woman from our community. The panel of community judges were very impressed with the nominations and found the scoring process challenging! RWN will be announcing the 5 honorees by 04.06.18. Look for your "W" Award ballot next week! Again the event is Tuesday, 05.15.018 at the Woodcliff.

Educational
Partner Network
NAZARETH COLLEGE

RWN continues their partnership with Nazareth College, a significant opportunity for members interested in pursuing a masters degree. 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

Jean Blasdell Helena Boersma
Jean Carroll Jill Cicero
Charissa Chilson Pat Cummings
Twyla Cummings
Jane Elliott Cynthia Ely
Stephanie Fix Betsy Foss
Megan Flanagan Holly Hewins
Janice Gouldthorpe
Dawn Hampsey Victoria Hemiup
Coleen Honeywill
Carol Kennedy Sue Kirby

Welcome

Bryan Bonistell
Anne DePoint
Laura Furchiti
Alissa Lusardi
Katherine Mannion
Kathleen Revekant
Natalia Rivers
Rebekah Sanner
Stephanie Webster

Greta Kolcon Caitlin Drago
Joanne Madonia
Dena Paratore Laura Parker
David Raczka Donna Rawady
Paula Rogala Sally Ward
Beth Timmerman
Karen Schuhle-Williams
Miranda Wilcox

Member News

Several members have been featured in the local news over the past month:

Look for the following articles:

Erin Egloff:

Deal with campus sexual assault before it makes the front page

[Click here for the full article](#)

Lauren Goetz: ‘Lauren Goetz gives seniors a leg up through Everyday Hands,’ Rochester Business Journal, January, 2018 [Click here for the full article](#)

Spotlight: RWN Board Member: Jennifer Cave, Owner, Rochester Research Associates



Jennifer Cave is the owner of Rochester Research Associates, a certified Women-Owned Business Enterprise, which provides contract compliance monitoring and research services to municipalities, developers, and associations in the construction

industry. Jennifer believes the role of an independent third party is crucial to deter, prevent, and detect misuse of public funds on construction projects.

Jennifer holds a B.S. degree from the College at Brockport in Criminal Justice and Psychology. She participated and graduated from the Business Opportunity Program Instructional Series as a part of the Rochester Schools Modernization Program.

Jennifer is on the board of directors for Rochester Women's Network where she is also the co-chair of the membership committee and takes part in the Board of Advisors SIG. Jennifer is also a member of UNiCON, Avanti Peer Advisory Group, American Contract Compliance Association, and Webster Chamber of Commerce. Jennifer is an active member at United Methodist Church of Webster where she volunteers as a Sunday school teacher.

Jennifer was born in Jamestown New York, but now resides in Webster with her husband, Elliott.

Profile: RWN Advocate Member: SCORE of Greater Rochester (Reps: Tamara MacDuff & Jane Sutter)

Do you dream of owning your own business someday but are unsure how to get started? Or perhaps you're an entrepreneur and want guidance on how to grow your business.

The Greater Rochester Chapter of SCORE, which is part of a national non-profit affiliated with the Small Business Administration, can help in several ways. We offer free one-on-one mentoring sessions with our volunteers, who have a diverse background in various aspects of business including sales, marketing, social media, contracts, manufacturing, law, taxes, finance and more.

SCORE also offers low-cost or free workshops in the Rochester area. Upcoming topics include starting and successfully operating a small business (a five-part series); hiring, paying and on-boarding employees; crowdfunding basics; and marketing on the Internet. On May 2, SCORE will offer a full-day of free seminars (includes SCORE Client of the Year luncheon) on the topics of "Knowing, Growing and Protecting Your Business." For more information or to register for any of these workshops, go to <https://greaterrochester.score.org/>

If you're seeking one-on-one mentoring, you can search the SCORE database to find a volunteer with the expertise you seek. Mentors meet in person or they can also offer guidance via email and phone. To find a mentor, go to <https://greaterrochester.score.org/find-mentor-42>.

RWN members Tamara MacDuff, owner of NOW Digital Marketing, and Jane Sutter, owner of Sutter Communications, are both SCORE volunteers. Our Greater Rochester Chapter comprises about 75 volunteers and provides mentoring and education services in Monroe, Wayne, Seneca, Ontario, Yates and Livingston counties.

Our SCORE chapter is always looking for volunteers, and RWN members would qualify. You don't need to have owned a business; having expertise in one of more areas of business is all that's required. If you'd like to learn more about SCORE, please email Jane Sutter, SCORE chairman of volunteers, at

jane.sutter@scorevolunteer.org or call her at (585) 355-1457.

Upcoming Events

RWN Presents 'Boys in the Breakroom'

Date: Monday, April 30, 2018

Time: 5:45 p.m.

Location: Five Star Bank Community Room, City Gate Branch (Costco Plaza) 395 Westfall Road, Rochester, NY 14620

Price: Members: \$20, nonmembers \$30

RSVP: [Register online NOW](#)

RWN Free (to Members) Monthly Networking

Sponsors: Renee Nearpass, Perinton Family Acupuncture

Date: Wednesday, April 25, 2018

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

Location: Perinton Family Acupuncture

Price: Members: FREE, nonmembers \$10

RSVP: [Register online NOW](#)

Explore RWN: Information Session for RWN

Date: Tuesday, April 17, 2018

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

Location: Perkins Mansion/AAUW, 494 East Ave, Rochester, 14607

Price: FREE

RSVP: [Register online NOW](#)

RWN presents Anne Coon, "Shifting the Point of View: What's Hidden in Your Story"

Date: Thursday, April 19, 2018

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

Location: Five Star Bank Community Room, City Gate Location, 395 Westfall Road, Rochester NY 14620

RSVP: [Register online NOW](#)

Save the Date:

May 15, 2018 "W" Awards, Women Inspiring Women Dinner & Fundraising event. More details 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](#), and [Twitter](#). Join our committee to share your marketing talents with RWN!

Date: 4th Thursday of the month

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

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.

Date: Meet Quarterly. Next meeting: April 19

Time: 8:00 a.m.

Location: Bruegger's Bagels, 548 Monroe Ave (at Goodman), 14607

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

Membership Committee

Member Spotlight:

Jennifer Cave, Owner, Rochester Research Associates

Why not? In the beginning of 2016, I was working as the operations manager at Rochester Research Associates, a company who provides research and contract compliance services in the construction industry, when the owner offered to sell me the company. My entire life I had avoided anything that put me out of my comfort zone or made me vulnerable to criticism and/or failure, so my initial thought was "No way, I can't and won't do it." Yet, the more I thought about the idea of owning my own company, I realized what an incredible opportunity it was.

From that moment on, I decided the next time I am hesitant about doing something I am going to ask myself "why not?" As I was moving forward with purchasing the company, I realized I needed to build a professional network of support. I had tried a couple other networking groups and business advisory boards, but never quite

found one that I felt I was getting what I paid for. Then in the beginning of the summer of 2016 I went to an Explore RWN, I was amazed, yet skeptical, on all that this group offered. In addition, being in a male dominated industry the thought of joining a women's group completely put me out of my comfort zone. After a month of contemplating whether I should join, again the thought "why not" came to mind, so that is when I decided to join RWN to help build support for me and my business.

I immediately met with my ambassador and then joined the Board of Advisor SIG and the Referral SIG. As I continued to become more involved, I met many incredibly knowledgeable and talented women and was able to build a team of professionals to help with all my business' needs. Also, the opportunities that were promoted at Explore RWN were even greater than portrayed. I have significantly grown both professionally and personally since joining. Lastly, although I joined solely for business purposes, I have developed personal relationships with many of the women and could call any one of these ladies for help and with the drop of a dime they would be there for me!

If you'd like to share your story of why you joined RWN, please email Lynn Kerr at 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 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: SIGs 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 twelve different RWN events in one year, you are entitled to get 20% off your next year's membership dues, whether you stay at the same level or upgrade to a 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.
6. Are members actually reading the newsletter? Here's a test, I will sign one spot on the loyalty card for the first 3 members who contact me via email.

We meet the fourth Wednesday of every month at noon. If you have any questions, or want more information, please contact Lynn Kerr at lynn@bookeepkerr.com.

Date: Fourth Wednesday of the month. Next meeting: April 25, 2018

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.

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.

Date: Last Tuesday of the month, April 24, 2018

Time: 7:30 to 8:30 am

Location: Conference Call: contact Cindi for details

If interested in joining our committee, contact Cindi Crowley at 585 329-9079 or cindi@rochester.rr.com.

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: April 17, 2018. **Please note new location: Perkins Mansion on East Ave.** See event details above to register.

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

2018 Program Committee

Develop programs to engage RWN members on a professional and personal level. We reach out to cultural organizations, corporations, and 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 online at [RWN Upcoming Calendar of Events](#)

Date: First Thursday of the month. Next meeting: April 5th

Time: Noon

Location: East Ave Wegmans

RSVP: Come join us! Email Linda for details

For more information, please contact Holly Hewins or Carol Kennedy: hollis_hewins@keybank.com OR carol@carolkennedylmt.com

Community Service Committee

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

Date: First Monday of the month. Next meeting: April 2nd

Time: 6:00 p.m.

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

RSVP: Brigid Ryan at 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.

NEW! RWN Leadership SIG

Leading with Purpose FACILITATORS: Cynthia Ely, Michelle Wescott

Cynthia Ely MissCynthia@rochester.twcbc.com; Michelle Wescott mwescott@gillespieassociates.com

Purpose: To help each member become conscious of his/her leadership skills, provide support and peer guidance, provide a forum for problem-solving, and share best practices.

Group Demographics: We welcome members who are in leadership positions, transitioning into leadership positions, or have knowledge and experience to share.

Description: We are an interactive group. We provide peer support, conscious leadership development, and problem-solving. Members are encouraged to: ♣ Request help and/or encouragement. ♣ Share leadership or management challenges. ♣ Be open to receiving thoughts, ideas, and suggestions from members.
*Members are required to maintain confidentiality.

Format: Our group utilizes a variety of methods to increase learning and develop conscious leadership skills: books and articles, videos, panel discussions, speakers, and experiential learning activities. At each meeting, we will select three members who are seeking help with a problem or challenge. Our intent is to have them leave the meeting with possible solutions and/or a plan they feel good about.

Group Size: 15

Days, Times & Meetings ♣ First Friday via teleconference: 8:00 a.m. to 9:00 a.m. ♣ Third Friday RWN office: 7:30 a.m. to 9:00 a.m. Networking 7:30 a.m. to 8:00 a.m., Meeting 8:00 a.m. to 9:00 a.m.

April Dates: Friday 04.06.18 & 04.20.18.

Accountability SIG - Resuming in January 2018

Date: Third Wednesday of the month – 04.18.18

Time: 6 pm

Pricing: Included with RWN membership

Info: For more info & location please contact Tamara MacDuff at <mailto:tamara@nowdigitalmarketing.us>

New SIG! Destress for Success

Contact: Alana Cahoon: alana@grow2bu.com

Date: Third Tuesday of the Month, next meeting April 17, 2018

Time: Noon

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

Pricing: Included with RWN Membership

RSVP: by to Alana Cahoon

Board of Advisors SIG (BOA)

Contact : Dawn Hampsey: dawn@hampseycpa.com

Meet the first Wednesday of each month from 3:00 p.m. to 5:00 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

Success in Giving (SIG) SIG

Contact: Jodi Atkin jodiatkin@gmail.com

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

Date: April 5 & April 19

Time: 8:00 a.m. to 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.

Restauranteers SIG

Contact: Joanne Madonia, jmmral@rit.edu

Date: Second Wednesday of the month – 04.11.18

Time: 6:00 p.m.

Location: Varies monthly. Members should register online.

APRIL restaurant: *Fiorella in the Rochester Public market*

Pricing: Members pay for their own meals and drinks.

RSVP: If you wish to attend, please sign up online at www.rwn.org once you are logged in as a member. Questions? Contact Joanne Madonia, SIG Chair, at 585-475-7456 or by email: jmmral@rit.edu

Rochester Women Refer SIG

Contacts: Megan Mills mmills1@farmersagent.com or France MacDonald at info@FranceMacDonald.com.

The RWN Rochester Women Refer SIG **meets the second and fourth Fridays of the month at noon**. Only one representative from each industry is allowed. 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, April 13, & April 27

Time: Noon

Location: Perkins Mansion, East Ave

RSVP: Megan Mills or France MacDonald

Sales & Marketing SIG

Contact: Jackie Johnson: jackie@offsiteaccounting.co

Meets the third Thursday of every month. Please send an email to 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: Third Thursday of every month. Next meeting: 04.19.18

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

Location: Browncroft Family Restaurant

Pricing: Members pay for their own meals and drinks.

Finance SIG

Contact: Holly Hewins, mailto:hollis_hewins@keybank.com

Date: 3rd Wednesday of the month, next meeting April 18, 2017

Time: Noon to 1:00 p.m.

Location: The King & I, 1455 E. Henrietta Road

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

Contact: Katie Rudow, Katie.Rudow@morganstanley.com

Date: Third Thursday of the month, April 19, 2018

Time: 5:00 p.m.

Location: Living Roots Wine & Co., 1255 University Ave., Rochester, NY 14607

Pricing: Please bring cash or check to cover expenses.

Community Connections

Resolve: 5th Annual Revolutionary Awards Breakfast

Keynote speaker: Susan Still

Date: April 19, 2018

Time: 7 am

Location: Monroe Golf Club, 155 Golf Ave, Pittsford, 14534

Pricing: \$45

RSVP: www.resolve-roc.org OR 585.425.1580

SCORE of Greater Rochester

Celebrating Small Business Week – Knowing, Growing and Protecting your Business

Date: May 2, 2018

Time: 8:15 am to 3:15 pm

Location: Oak Hill Country Club

Pricing: Free

RSVP:

<http://events.r20.constantcontact.com/register/event?oeidk=a07ef98e7hnd796e9de&llr=zsoktncab>

Modern Widow Club: Behind a successful widow is a tribe of committed women who cover her back.

Losing a spouse is the #1 stressor in a person's life. When a woman is knocked out of her orbit, she finds herself unprepared for this unfamiliar territory. We, her friends and family, root for her well being. Who can guide her through this ongoing challenge? – The tribe of women who know.

As women begin to gain their footing, they need guides to encourage, empower. They need role models. Modern Widow Club (MWC) is widow to widow mentoring where women are moving forward while reaching back to help those walking the difficult path.

With chapters in 21 cities, we prepare for a Modern Widow Club (MWC) chapter in Rochester. We are gathering our tribe of women, experiencing the MWC curriculum, establishing leadership and our methods of sustainable funding. Help us pass the word to widows of all ages and stages who want to help other women. Visit **MovingForward.pro** for more information.

Experience a MWC monthly message, "What I Know about Widowhood".

<https://www.youtube.com/watch?v=XPNg-coFvP8&t=34s>

For more information connect with Kathy Roth of Waterstone, authorized MWC organizer.

Meetings: April 11, May 9, June 13, 6:30 to 8 pm
Hosted by Kathy Roth, authorized MWC organizer
RSVP to kathy@waterstonefinancialservices
Hosted at Waterstone FS: 10 Office Park Way, ste 500, Pittsford, NY (Tobey Village)

Strong women makes a strong community.

A Day of Growth Unlock your potential

Keynote speakers: Heather Manzano & Paul Martinelli

Date: April 13, 2018

Time: 8 am

Location: Rochester Airport Marriott, Rochester, 14626

Pricing: \$99

RSVP: <http://www.manzanoconsulting.com/>



Stand Against Racism Conference April 12, 2018

This year's theme: *Braving Our History, Building Our Future. Women of Color Working Beyond the Glass Ceiling*

Doors Open 7:30 AM

Event Time | 8:00 AM-12:00 PM Breakfast Panel | 8:00 AM – 9:15 AM

Venue | Joseph A. Floreano Rochester Riverside Convention Center

Mistress of Ceremony | Alexis Arnold 13 WHAM ABC, Fox Rochester, The CW Rochester Anchor / Reporter

In addition to a distinguished panel discussion, there are eight workshops scheduled.

Group A. Workshops | 9:30–10:30 AM

Group B. Workshops | 10:45–11:45 AM