



News from RWN President, Linda Heeler

In 1978, a small group of women noticed that they did not have a “network” like men did. These women talked about their struggles to navigate through their experiences of gender bias, the wage gap, sexual harassment, and little to no women on corporate boards. They also talked of the need for quality childcare and finding balance in their lives.

They then set out to see if there was an interest in forming a network of support. The overwhelming answer was yes! The first meeting was a lunch at the Top of the Plaza, and every room in the restaurant was filled.

That was the birth of the Rochester Women’s Network, and forty years later we are still going strong!

Throughout the history of the organization, the leaders did not sit back and wait for things to happen. They were proactive. When something wasn’t working anymore, they let it go. They updated when needed, for example creating an IT team and a Web presence.

Not only am I grateful for the courage and vision of the women who pioneered this organization but for the women who have kept it going strong over the last forty years. That includes you!

Join me in saying thank you to our outgoing president, Holly Hewins, and to our Director of Operations, Sandy Richardson. A special thank you to the current and outgoing board members, chairs, and our many volunteers. You are the backbone of this organization.

January/February, 2018

CONTENTS

- News from RWN President, Linda Heeler
- Welcome New Members/Renewals
- RWN Advocate Spotlight
- Up & Coming Events
- RWN Committee Announcements
- Special Interest Groups (SIGS)
- Community Connections

Those brave women, forty years ago, created an opportunity for women to collaborate, support, and celebrate each other. Together, we will continue to do the work necessary to keep RWN flourishing and relevant, and I know we are up to the task. Here's to the next forty years!

With gratitude,

Linda Heeler

News from the RWN Office

With the advent of 2018, RWN is moving to a bi-monthly newsletter. This change is being initiated because we do not currently have a newsletter chair. We are looking for a member who would enjoy working on the newsletter. If you are interested please let me know. There are certainly opportunities to be creative and expand or change the format, to feature more articles and other news. We have certain elements we will want to maintain but are open to new features. We have also streamlined existing features to manage the length of the newsletter. Again, please let me know if you would like to get involved.

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. Now accepting nominations for the 2018 “W” Award, Women Inspiring Women. Who inspires you? **Nominees do not have to be RWN members. Anyone can nominate a woman for the award!** The deadline for nominations is 03.01.18. [Click here for a nomination form.](#)

Reminder about RWN's partnership with Nazareth College

Graduate School of Education Open House is scheduled for 02.09.18. [Registration link](#)

Educational
Partner Network

NAZARETH COLLEGE

development, career advancement, network building,

The Nazareth College Educational Partnership provides RWN members with a 20% tuition discount and opportunities for professional

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

Michelle Ames
Jennie Brant
Teresa Delibert
Carmelie Diamond
Jerry Elman
Lauren Goetz
Betsy Henner
Sharon Mathiason
Renee Nearpass
Linda Noeth
Lizz Ortolani
Terra Osterling
Carly Rohlin
Becca Schneider
Sandy Sloane
Jill Wesley
Susan Yovanoff

Welcome

Courtney Burns
Jynks Burton
Debra Denton
Mary Dickinson
Erin Egloff
Taylor Garlock
Tracy Lane
Clarissa Markiewicz
Joan Miles
Kathleen Parsons Roth
Jeannine Rossignol
Sara Shimmel
Jessica Steklof
Sue Thayer
Laurie Walsh
Mary Beth Cameron
Rani Gupta
Stacey Sarmiento
Sharon Willow
Kim Winters

Member News:

Former RWN member, **Becca Feeley**, who relocated to Connecticut in June, 2017, had a baby girl, Evelyn Malone Feeley (“Evie”) on December 22, 2017. She was 8 lb, 11 oz. and 22 ¾ inches. Congratulations!

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

Look for the following articles:

Sandy Sloane: ‘Bold career choices hone Rochester consultant’s skills,’ Rochester Business Journal, December 2017. [Click here for the full article](#)

Lauren Goetz: ‘Lauren Goetz gives seniors a leg up through Everyday Hands,’ Rochester Business Journal, January, 2018

Jodi Atkin: “Should you hire a private counselor to navigate college maze?” Democrat and Chronicle, 12.31.17

Spotlight: RWN President 2018: Linda Heeler, Owner, Live Inspired Life

Coaching



As a coach, Linda works with clients to navigate obstacles, achieve their goals, and make lasting change for a happier, more successful life. She is a 2010 graduate of Accomplishment Coaching's Coach Training and Leadership Program. Linda then served on their leadership team for two years, where she trained and mentored new coaches.

In 2013, she formed her business, Live Inspired Life Coaching. She's earned her Professional Certified Coach (PCC) credential through the International Coach Federation.

Before becoming a coach, Linda received her degree in Dental Hygiene and worked as a Registered Dental Hygienist in the Rochester area for twenty-seven years.

Linda is a member of the Avon Interfaith Council and a volunteer for the Step By Step program through the VOA of Upstate New York.

A member of RWN since 2010, she has served as VP of Programs and on the Membership, Ambassador, and Summit committees. Not only a member of the Women Refer SIG since its inception, she has also served as its leader. She is a recipient of RWN's Up & Coming Business Women's Award for 2017.

Linda credits RWN as a major factor in her professional success due to the relationships and support she has built through her involvement over the years.

She resides in Avon with her husband of over thirty years and has two grown children.

Upcoming Events

RWN Presents 'Boys in the Breakroom'

Date: Wednesday, February 7, 2018

Time: 5:45 p.m.

Location: Roc City Wellness (RWN Office), 1598 Penfield Road, Rochester, NY 14625

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

RSVP: [Register online NOW](#)

RWN Free (to Members) Monthly Networking

Sponsors: Kelly Kester, Kelly Kester Photography

Date: Wednesday, February 28, 2018

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

Location: Kelly Kester Photography Studio

Price: Members: FREE, nonmembers \$10

RSVP: [Register online NOW](#)

Explore RWN: Information Session for RWN

Date: Wednesday, March 7, 2018

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

Location: RWN Office (ROC City Wellness), 1598 Penfield Road, Suite 3

RSVP: [Register online NOW](#)

RWN collaborates with SCORE of Greater Rochester for Effective Networking

Date: Tuesday, February 27, 2018

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

Location: Five Star Bank Community Room, City Gate Location, Westfall Road

RSVP: [Register online NOW](#)

Save the Date:

March 12, 2018 Annual members meeting. More details soon

March 14, 2018

Screening of Little Stones, panel discussion to follow.

More details available soon. [Registration link](#)

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. Our next meeting is in Winter/Spring.

Date: Meet Quarterly. Next meeting: April 19

Time: 8:00 a.m.

Location: Bruegger's Bagels, 548 Monroe Ave, 14607

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

Membership Committee

RWN "60" Second:

RWN Mission: To enhance the professional and personal lives of women, in all stages of their careers, by affording them opportunities to support, empower, and inspire each other.

RWN Vision: Rochester Women's Network is a premier networking organization for career-minded women that represents the diversity and uniqueness of our community. We foster the personal and professional growth and advancement of women in the workplace and community. We are an authoritative and respected voice of and for professional women, regularly sought out by our peers, the community, and business.

The following statements were submitted by RWN Membership Committee members to capture their view of what RWN brings to their lives:

1. Meeting professional women who help me with all aspects of my life.
2. It is a group of professional women who engage in programs and small groups to support one another in our professional growth.

For me, it's not about finding clients, as solo-preneurs are not my target demographic. It's about having a group of supportive women to learn with and from.

3. RWN is a professional women's organization that provides women with a safe and comfortable place to network, learn, and further themselves while supporting each other in the same regard.

4. Since I moved here in May 2015, joining RWN has been the single best investment that I've made in myself both personally and professionally. I have fostered countless friendships and business connections by getting involved in SIGs and Committees, which I think are the

factors that set RWN apart from other networking groups in Rochester.

5. RWN serves as a comprehensive resource of people, opportunities, and events that support my personal and professional success.

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 1,000.

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, which 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@bookkeepkerr.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.

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@bookkeepkerr.com.

Date: Fourth Wednesday of the month. Next meeting: February 28, 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@bookkeepkerr.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, February 27, 2018

Time: 7:30 to 8:30 am

Location: Conference Call: contact Cindi for details Rochester, NY 14609

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: March 7, 2018. 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: March 1st

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: February 5

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.

Start Date: Friday 03.02.18. We will meet in person for the first meeting.

Accountability SIG

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

Contact: Alana Cahoon: alana@grow2bu.com

Date: Third Tuesday of the Month, next meeting February 20, 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: February 1 & February 15

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: In February meeting date is Thursday 02.22.18 in observation of Valentine's Day

Normal date: Second Wednesday of the month

Time: 6:00 p.m.

Location: Varies monthly. Members should register online

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, February, 12, & February 26

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: 02.15.18

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 February 21, 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

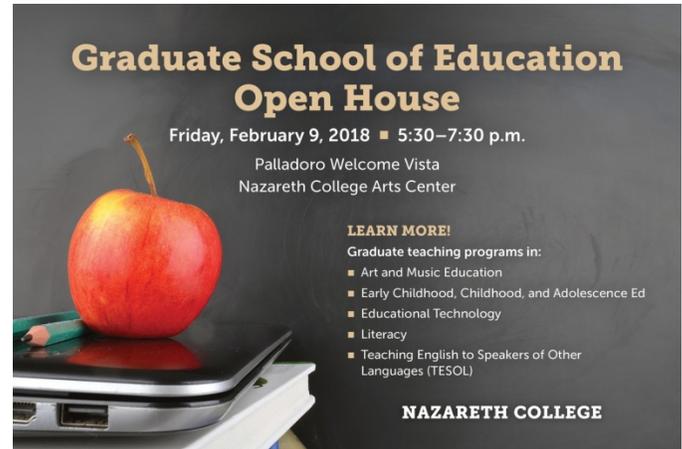
Date: Third Thursday of the month, Feb 15, 2018

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

Location: Contact Katie for details

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

Community Connections



**Graduate School of Education
Open House**

Friday, February 9, 2018 ■ 5:30–7:30 p.m.
Pallodoro Welcome Vista
Nazareth College Arts Center

LEARN MORE!
Graduate teaching programs in:

- Art and Music Education
- Early Childhood, Childhood, and Adolescence Ed
- Educational Technology
- Literacy
- Teaching English to Speakers of Other Languages (TESOL)

NAZARETH COLLEGE



Brockport Women in Business

presents RWN member, Carly Rohlin tonight – 02.05.18. [Click here for the flyer](#)

The Alzheimer's Association

The Longest Day is a series of events which people in the community host to raise funds and awareness for the Alzheimer cause. It's called The Longest Day, because every day can feel like "The Longest Day" for caregivers and people living with the disease. Traditionally the events were all held on the summer solstice which is Thursday, June 21st this year, but because that date doesn't always work for everyone an event can be held anytime from now until August. People they can do anything that they love or that their loved one who is living with the disease or had the disease loved to do.

Here is a link to the event website for more information, www.alz.org/thelongestday

We are looking for individuals interested in volunteering to support The Longest Day through promoting the event, recruiting new teams, and supporting existing participants.

Interested contact:

Kimberly DiMattia, Events Coordinator

Alzheimer's Association, Rochester & Finger Lakes Region

435 East Henrietta Road, Rochester, NY 14620

585.760.5444 direct line

585.760.5400 main office