



News from RWN President, Linda Heeler

Last year, our Board, led by our president, Holly Hewins, assembled a Strategic Task Force to pinpoint how we can better serve professional women in the Rochester area.

Our Task Force chair, Susan Jefferson, led us through a process that revealed several things and top of the list was the need to refresh our mission, vision and brand.

With the Board's approval, the Task Force sent Requests for Proposals to numerous Branding agencies in the Rochester area. From the proposals received, A3 Designs, owned by Amanda and Alan Altman, was selected and I'm happy to report this work has begun!

I would like to thank those on the Task Force for the many hours they have dedicated over the last 12 months. Thanks to Holly Hewins, Jill Wesley, Paula Rogala, Caitlin Drago, Susan Yovanoff, Cassandra Moffitt and Coleen Honeywill, and of course, our leader, Susan Jefferson. I'm excited to see what all of this hard work produces.

We have a lot going on right now and we couldn't do any of this without our members who volunteer their time to serve on committees or lead a SIG. Thank you all so much, we wouldn't be where we are without you!

Our vision for the future of RWN is one of excitement and hope as we settle into our new home and take on our rebranding process. Stay tuned as we reveal the progress of our work over the coming year.

May/June, 2018

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Thank you the RWN Board and our members for their vision and willingness to take RWN powerfully into the next 40 years!

Respectfully,

Linda Heeler

News from the RWN Office

The 32nd Annual **W** Award Celebration is Tuesday, May 15, 2018. I hope you are able to join us to celebrate and thank our 2018 Honorees for their work in the Rochester Community:

- **Dr. Tammy Butler Fluitt**, Executive Director, Samaritan Center of Excellence
- **Sister Diana Dolce, S.S.J.**, Founding Executive Director, Hope Hall
- **Mary Therese Friel**, Founder & Owner, Mary Therese Friel, LLC
- **Jennifer Hackett** – President, Camp Puzzle Peace, Inc.
- **Constance Mitchell-Jefferson**, Minority and Women Business Enterprise Officer, City of Rochester

RWN would like to thank our event sponsors:

- Elizabeth Wende Breast Care
- Northwest Bank
- Wegmans
- Woods Oviatt Gilman LLP

I would like thank our committee who has made this event possible:

Susan Jefferson, Brigid Ryan, Carly Rohlin, Melanie Watson, Clarissa Markiewicz, Lauren Drohr, Jean Blasdell, Ivette Heutmayer, Teresa Delibert, Jillian Jones, Joy Bergfalk

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. Our new phone # is 585.383.8080.

On a personal note: I will be on vacation Memorial Day Week - **05.28.18 -06.01.18**. I will be happy to help you when I return 😊

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.

Educational
Partner Network
NAZARETH COLLEGE

RWN continues their partnership with Nazareth College, a significant opportunity for members interested in pursuing a master's 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

Leslie Arduser Brogan
Kelly Bagnaschi
Patricia Beaumont
Marjorie Case
Kevin Fitch
Ivette Heutmayer
Susan Jefferson
Lynn Kerr
Cassandra Moffitt
Dena Paratore
Melissa Regna
Allison Roberts
Teresa Strong
Amy Varel
Renee Veniskey
Mia Young

Welcome

Amanda Adas
Lynn Becker
Christina Breen-Hale
Nikkii Brown
Allison Fowler
Karin Gagliano
Jennifer Novy
Hilary Stott

Member News:

Jodi Atkin: Jodi Rosenshein Atkins knows colleges inside & out and she helps students decide. [Click here for the full article](#)

Spotlight: RWN Board Member: Cynthia Ely, The Refinement Studio, LLC



Miss Cynthia Ely, affectionately called Miss Cynthia by her students, is owner of The Refinement Studio LLC. She is a UK Certified International Youth Etiquette Consultant. Her mission is to transform girls and boys into ladies and gentlemen. She lives to work with children!

Miss Ely has spent her life assisting individuals and organizations in developing into their fullness. She has 20 years of experience in teaching, coaching, and training both children and adults, and in instructional design, organization development and process improvement.

She has served on both the Soper-Wheeler Company and the New Zealand Redwood Company boards for over 10 years. Additionally, Miss Ely serves on the Webster Chamber of Commerce board, and is Chair of their Education Committee.

For RWN, Cynthia is Chairing the 40th Birthday Celebration Committee, Co-Chairing Leading with Purpose SIG, serves on the Ambassador Committee, and the Summit Business Conference Committee, participates in the Rochester Women Refer SIG.

“My purpose is to be lead, educate, and transform, but above all, to serve where I am led to serve. I can think of no better way to live my life.”

Upcoming Events

RWN 2018 W Award Celebration

Date: Tuesday, May 15, 2018

Time: 5:30 p.m.

Location: Woodcliff Hotel 199 Woodcliff Drive, Fairport, NY 14450

Price: \$85

RSVP: [Register online NOW](#)

RWN Free (to Members) Monthly Networking

Sponsors: Megan Flanagan Mills, Farmers Insurance

Date: Wednesday, May 23, 2018

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

Location: Flanagan Mills Farmer Agency

Price: Members: FREE, nonmembers \$10

RSVP: [Register online NOW](#)

Explore RWN: Information Session for RWN

Date: Wednesday, June 6, 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 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, 2509 Browncroft Blvd, Suite 211

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: July 19, 2018

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: Mary Therese Friel

Owner, Mary Therese Friel, LLC
A Full Service Modeling Agency with a Complete Training Program

I had the good fortune to be invited by a 2016 RWN *WAward* Honoree, Joy Bergfalk, to their annual event.

I was immediately impressed. As I walked into the event (at Woodcliff) one of my favorite places, I was genuinely welcomed and made to feel at home.

The members of RWN were kind, thoughtful, inclusive, organized, professional and genuinely, nice. It felt good to be in a place surrounded with so many like-minded women who did NOT seem to be in competition with each other, but just the opposite. The vibe and feeling was one of true appreciation, hospitality and kindness.

So THAT was my FIRST impression of the RWN. And it continued! Every time I went to an event, I was greeted with the same warm welcome. The events, so varied and appealing to so many interests, kept me coming back for more! After almost a year of participating in various events, I joined, the best thing I ever did! Shortly after that, I was inviting anywhere from a few, to a dozen friends, to different events and some have even decided to join too!

I never really wanted to be specifically part of a "women's group". I don't like clicky, I'm not into "I'm a woman, hear me roar", I just wanted a valuable place where ideas can be shared, people care and there is always something happening, lots to choose from and always able to contribute and be taken seriously and appreciated.

I love the diversity of people (including also men as well as women too), and the diversity of the various programs. There really IS something for everyone.

I love the fact that you can reach out to the other members (and they will answer). I love that you can touch base with the administration and they will listen. I always get the idea that they REALLY care.

Fast forward to NOW. Holy Cow! I AM NOW one of the Honorees for 2018! I can't believe it! It is such an honor

to be acknowledged, supported, appreciated, taken seriously, etc.

I am just sooooo happy to be a part of it all!

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.
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@bookkeepkerr.com.

Date: Fourth Wednesday of the month. Next meeting: May 23, 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: June 5 (Please note change from normal schedule)

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: June 6, 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. Next meeting: June 7th

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@carolkennedyllmt.com

Monthly Free Networking Committee

Do you want to meet new friends and business contacts? Are you interested in having fun for **free** with other RWN members? Would you like to visit offices of local businesses and learn more about other Rochester Women Network members? Is drinking wine, eating snacks, and chatting with others all activities you enjoy?

If you answered yes to any of those questions, the monthly Free Networking is perfect for you! If it's been a while since you attended a monthly Free Networking event, you've been missing quite a bit. In response to members' suggestions, we've built in fun icebreakers as part of the event, sometimes featuring silly questions, team building activities, and informative questions and answers. You never know what interesting facts you may learn about the person standing right next to you!

Our enthusiastic and engaging committee is eager to have your participation in the form of sponsorship of one of our monthly events or just by attending. In June we will offer an opportunity for each member to bring one non-member for FREE. The cost for non-members to attend is usually \$10 but we will waive the cost for one guest so you can let them experience firsthand just how much fun RWN is.

So, make sure to mark your calendars for the next Free Networking events: May 23, June 27*, July 25, August 22, September 26, October 24, and November 28

* = Bring one non-member for free.

Looking forward to seeing you all soon!

Warm regards, Sandy Sloane, Lauren Goetz, Jennifer Watson, and Jessica DeCotis

2018 Major Events Committee

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

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: June 4th

Time: 6:00 p.m.

Location: RWN Office – 2509 Browncroft Blvd, Suite 106 (conference room), 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 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.

May Date: Friday 05.18.18

Accountability SIG - Resuming in January 2018

Date: Third Wednesday of the month – 05.16.18

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 May 15, 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: May 3 & May 17

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 – 06.13.18

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, May 11, & May 25

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: 05.17.18

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 May 16, 2018

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, May 17, 2018

Time: 5:00 p.m.

Location: Relish, 651 South Ave., Rochester, NY 14620

Pricing: Please bring cash or check to cover expenses.

Community Connections

Empire State Development's Division of Minority and Women's Business Development

Date: July 19, 2018

Time: 8 am

RSVP: [More Information](#)

Step Forward Leadership Program



Did you know that your RWN membership entitles you to a \$500 partner discount for the Step Forward Leadership program?

Step Forward Leadership is a coaching and development program offered in collaboration with Saunders College of Business at the Rochester Institute of Technology. It's a comprehensive leadership experience that leverages individual, team and peer coaching to ensure every participant is successful at "taking her step forward." Participants agree it is the most powerful learning and development experience they have had in their careers.



The next cohort of leaders meets **June 11-12 at Oak Hill Country Club**. Visit the Saunders College of Business [event calendar](#) for more information.

Date: June 11-12

Location: Oak Hill Country Club

RSVP: [event calendar](#)

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: 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.

Job Openings

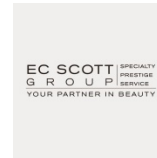
RWN has been receiving quite a few job postings in the last month. For people interested in new career opportunities please take a look at the following websites:

[Excellus](#) (Excellus Blue Cross Blue Shield)

[PRSA of Rochester](#) (Public Relations Society of America Rochester Chapter)

[HR Works](#) OR [HR Works \(Clients\)](#)

[MCC](#) (Monroe Community College)



Accounts Receivable Manager

Please contact : **Kelley S Gasparino**
EC Scott Group
kgasparino@ecscottgroup.com

Accounts Receivable Manager at EC Scott Group

Coordinate collections, payments, credits & chargebacks for wholesale beauty company.

Ideal candidate will have worked for 5-10 years in AR, collections & customer service.

Duties include, but not limited to:

- Collection calls
- Applying payments
- Research & fight chargebacks (when necessary)
- Shipping issues
- Price changes
- Liaise with sales team to communicate accounts in arrears
- AR reporting to CFO
- Approve NET30 accounts
- Coordinate with AP department

Qualifications

- Experience with Prophet 21 or other SAP platform
- Mastery of Excel
- Excellent communication skills, written & verbal
- Comfortable on phone with accounts
- Ability to be the decision maker
- Be able to multi-task and delegate

If you are interested in having Sandy forward you opportunities which cross her desk please send her at email at rwn@rwn.org