



News from RWN President, Holly Hewins



Labor Day weekend, the “unofficial” end of summer. In theory, the pace of life picks up after the slower days of summer. That is certainly true for my friends who are sending their children back to school or sending them off to college, however from a work perspective many of us don't see much of a slowdown in the summer months and the pace can be pretty intense.

This summer has been a busy one for all of RWN's existing committees and we have added a new policy and procedures committee and a task force working on member retention and engagement. All of our committees are integral to making our organization run and I am grateful to each and every member who shares their time, talents and creativity to support RWN.

As we head into fall I'm very much looking forward to our 20th Annual Summit Business Conference to be held on Tuesday, October 17th. This year's theme is Women in the Driver's Seat, Navigating Pathways and Detours Along the Road to Success. We have some great breakout sessions for people in every stage of their career. I encourage you to invest in a day of professional development and inspiration from our Up and Coming award recipients.

I invite you to join me and bring some friends on October 17th.

Best,
Holly

SEPTEMBER 2017

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News from the RWN Office

I am pleased to announce the 2017 Up&Coming Businesswomen Award Honorees:

- **Megan Flanagan Mills**, *Farmers Insurance Agency Owner*
- **Erin Garrett**, *Branch Manager, Northwest Bank*
- **Linda Heeler**, *Owner & Professional Certified Coach, Live Inspired Life Coaching*
- **Randi Proukou, Esq.**, *Founding Partner, Zea Proukou, PLLC*
- **Mercedes Vazquez-Simmons**, *Founder, Pretty Girl Promotions*
- **Ashley Wyand, Manager**, *Information Security Risk Management, Constellation Brands*

Please join RWN when we honor these women at the Up&Coming Luncheon on Tuesday, October 17, 2017. The luncheon will be held during the Summit Business Conference – the luncheon begins at Noon.

The theme for the 2017 Summit Business Conference: “Women in the Driver’s Seat: Navigating Pathways and Detours Along the Path to Success”

Where are you on the road to success? How will you turn potholes and roadblocks into opportunities? The daylong Rochester Women’s Network annual Summit Business Conference, the region’s premier woman-empowering event, will help you to recalculate your route:

- Learn skills that will keep you moving closer to your goals.
- Find out how to create new connections within your field, or break into a new career.
- Give and get the most out of mentorship and collaboration.

Join us for a timely panel discussion with women in the professional trenches, immerse yourself in interactive skill-building sessions, and celebrate at the Up & Coming Businesswomen Awards luncheon, which features keynote speaker Fran Weisberg, President and CEO at United Way of Greater Rochester.



Keys to Success: Getting Past the Roadblocks in Female Leadership
United Way President & CEO, Fran Weisberg, to speak on overcoming barriers and crashing through roadblocks as an accomplished female leader. From politics, to community organizing, to health planning and ultimately the first female leader of United

Way of Greater Rochester, Fran will share her experiences and advice on positioning female leadership as an advantage to be celebrated and embraced.

There are still opportunities to become a Summit **Sponsor**. [Sponsorship packages are available now](#). For more information please contact Teresa Delibert at Teresa@delibertemployment.com

Vendor Display Tables will be available at the Summit – Showcase your product on the day of the event to generate interest in your business. Please contact Cynthia Ely for more information at MissCynthia@rochester.twcbc.com

Thank you to our Summit Sponsors:

Farmers Insurance Agent Megan Mills
ESL Federal Credit Union
Four Bridges Financial Group; Paula Rogala
Woods Oviatt Gilman. LLP
Dawn Hampsey, CPA
Carol Kenedy Massage Therapy
Elizabeth Wende Breast Care

[Register on-line NOW](#)

RWN New Members and Renewals

Renewals

Robin Banker
Laurie Beck
Kate Bohonos
Mary Therese Friel
Linda Heeler
Brooke Henninger
Susan Kelly
Irene McKenna
Kimberly Miller Wilborn
Alice Pieri
Jennifer Watson
Nancy Woolver

Welcome

Marcia Adams
Peter Burkin
Lauren Drohr
Christine Flood
Joyce Hart
Holly Jennings
Lydia Kociuba
Melanie Watson
Michelle Wescott

RWN Advocate Member Spotlight: Traci Adolph



Traci Adolph, President of Samson Fuel & Trucking, is an inspirational leader and advocate for women, both at her company and in the community. After stepping into the role of President, following the sudden passing of her mother, Traci hired an almost entirely female staff to take on the challenge of maintaining the legacy of Samson Fuel where she provides support as a leader and mentor. She routinely

coaches and inspires her employees to see and be their best selves, while providing ample opportunities for professional development.

Traci is an active member of the National Association of Women in Construction, Women's Council: A Greater Rochester Chamber of Commerce Affiliate and the Women's Foundation of Genesee Valley. Traci jumps right in to help each cause that she supports, from volunteering on the Young Women of Distinction Selection Committee, spearheading Gilda's Club Hero's Ball, to serving as a University of Rochester Young Entrepreneur's Academy judge, with a goal of teaching and inspiring future female entrepreneurs to follow her lead.

Traci believes in extending this same opportunity to her employees and gives her staff paid time to give back, allowing them to work with local nonprofits on the clock without interfering with their life and family commitments after working hours.

In the last two years, while raising two young children as a single mom, she has grown a successful Certified Woman Business Enterprise (with 100% ownership by a woman) into an industry leader, in a primarily male dominated industry. Simultaneously, she's immersed herself in the community through her professional and civic involvement. Gregg Genovese of the Bonadio Group said, "Her drive and perseverance supersedes most with decades of experience on her."

Traci is a 2017 "W" Award Honoree. She is participating on the 2017 Up&Coming Committee on the panel of judges.

Up & Coming Events

RWN Free (to Members) Monthly Networking

Sponsors: Cindi Crowley, Founder & President Sales360plus and Laura Parker, Financial Advisor with Sage Ruttly

Date: Thursday, September 14, 2017

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

Location: Sage Ruttly Office

Price: Members: FREE, nonmembers \$10

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

Explore RWN: Information Session for RWN

Date: Wednesday, October 11, 2017

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

Location: RWN Office, 1598 Penfield Road, Suite 3

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

The Power of Branding – Attract More Clients and Stand Out

Date: Wednesday, September 13, 2017

Time: 7:30 a.m.

Location: RWN Office, 1598 Penfield Road, Suite 3

Price: Members: \$20, Non-members \$30

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

RWN Summit Business Conference & Up & Coming Awards Luncheon

Date: Tuesday, October 17, 2017

Time: 8:00 a.m.

Location: Double Tree, Henrietta

Price: \$120 good through 09.17.17

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

RWN Committee Announcements

2017 Summit Business Conference Committee

The Summit is one of RWN's major annual events. This full-day business conference highlights professional development, networking, and honors 5 Up and Coming Businesswomen from the community. This committee will plan, organize and promote the conference. (This committee works in tandem with the Up & Coming Awards Committee.)

Date: Wednesday, September 13, 2017

Time: 1:00 p.m.

Location: RWN office

RSVP: Come join us! If you are interested in getting involved please contact Miranda Wilcox

Miranda@thrivepotential.com

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, September 28, 2017

Time: 4:30 p.m.

Location: RWN Office, 1598 Penfield Road, Suite 3

RSVP: No Registration Required. For more information, contact Michelle Ames at

michelle@marketedbymichelle.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:

Date: Thursday, October 12

Time: 8am

Location: Bruegger's Bagels - 548 Monroe Avenue at Goodman, Rochester 14607

RSVP: No Registration Required. Come join us!

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

Membership Committee

Featured Member: Lauren Goetz

I joined the RWN in February of 2016. Although I am a very social person, I had never really embraced the idea of "networking". However, as sales was part of my job at the time, joining a formal networking organization was a requirement. After doing a little research, RWN seemed to fulfill that requirement while allowing me to commit as little or as much time as I wanted.

It was a strange point of my life. I hated my job and the idea of trying to network to sell a product that I didn't stand behind was not appealing. So, I joined and then never attended a single RWN event.

In April of 2016, I was let go from my position. I was told "Lauren, you're a hard worker with a great attitude, but we just don't think that you can sell. And we know that you would never quit, so we're going to let you go." So, on April 15, 2016 I got laid off for the fifth time in my corporate career after previously spending 20+ years as an accountant and about seven as a recruiter. I had no idea what I was going to do next, but I knew I was NEVER going back to Corporate America. I was not going to allow anyone else be in charge of my life, financial security, or destiny.

Fast forward a couple of months...I got an email that Megan Flanagan-Mills was hosting an RWN free networking event at her Farmer's Insurance office. Normally, I wouldn't have paid attention, but Megan's office is about a minute walk from my house. Why not go and check it out? It turned out to be a great experience! Everyone was friendly and welcoming.

Right around the same time, I had started helping some elderly neighbors and friends with simple tasks to help them with their day-to-day lives. I loved it! The satisfaction of helping people and being appreciated was amazing. I started thinking, "Hmm...I might be on to something here. Lots of people need help...maybe there's a market for this."

In 2017, I decided to take a leap of faith and start my business, Everyday Hands. I made a pledge to myself that I would do everything it takes to be successful...knowing that meant that I'd have to do the "dreaded" networking. So, I began attending the Referral SIG, the Sales/Marketing SIG, and every free networking event. I also scheduled one-on-one meetings with as many members as possible. I couldn't believe how easy it was to make new friends and build relationships. I have met some incredible people through RWN that I would never had met otherwise. These are all extraordinary people! Almost all of my business partners (insurance, financial advisement, marketing, etc.) are a direct result of networking within RWN. Everyday Hands would not be where it is today without the support, knowledge, and encouragement from my friends at the RWN. I believe that truly. Joining RWN has been without a doubt the single best decision I have made for myself and my company.

Lauren Goetz

Lauren is the owner of "Everyday Hands."

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 - 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.

Date: TBD – Conflict with YWCA Luncheon Please contact Lynn for more details.

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.

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

Next Meeting Date: Tuesday, September 26, 2017

Time: 7:30 am - Conference Call for details please contact Cindi Crowley at 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 O&R- October 11th – see event details above to register.

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

Board Connections Committee

The Board Connections Committee promotes Board of Director and volunteer openings for Not-For-Profit Organizations as well as offering programs around serving on a Not-For-Profit Board including the Board Excellence Seminar. For more information for current Not-For-Profit openings, please visit our website at www.rwn.org. Once logged in as a member, see Resources/Job Postings.

Contact rwnboardconnect@rwn.org for more details.

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, September 14, 2017

Time: Noon

Location: Starry Nights Café, University Avenue

RSVP: Come join us! Email Kathy for August details For more information, please contact Kathy Pottetti, Program Chairperson at kathyp@wab.org

Community Service Committee

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

Next meeting October 2, 2017

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.

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: TBD

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

Location: Contact Brittany for details

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

RSVP: by to Brittany Brandt at brittany@whatboxevents.com.

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: Wednesday, September 20, 2017

Time: 6:00 p.m. to 7:30 p.m.

Location: 1598 Penfield Road, Suite 3

Pricing: Included with RWN membership

Info: Please contact Linda Heeler at Linda@LiveInspiredLifeCoaching.com or Tamara MacDuff at succeed@webmoximedia.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.

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, September 7 & Thursday, September 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.

Restauranteers SIG

Located in the Neighborhood of the Arts district between Atlantic and University, you will find a quaint, but very unique Italian Restaurant called Fiamma. This group has been to its sister restaurant located on Buffalo Road in Gates, but the atmosphere here is totally different. Italian cuisine such as Neapolitan wood fired pizzas, calzones and authentic Italian dishes are served. They have a CASH happy hour from 5:00 – 7:00 p.m. There is a small parking lot on the site, but there is a huge general parking lot at the end of Elton Street.

Date: Wednesday, September 13, 2017

Time: 6:00 p.m.

Location: Fiamma Centro, 4 Elton Street, Rochester, NY

Pricing: Members pay for their own meals and drinks.

RSVP: If you wish to attend, please sign up on line at www.rwn.org. Questions? - Contact Joanne Madonia – SIG Chair – 585-475-7456 or by email: jmmral@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 or France MacDonald at 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, September 8, 2017 & September 22, 2017

Time: Noon

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

Sales & Marketing SIG

September Speaker: Mary Anne Shew of Business Vitality "Top 5 Blogging Myths Exposed"

If you are blogging for business or professional/career reasons, you probably know it's possible to put in a lot of time and effort only to find it's not getting you the results you want. It could be that the advice you're following about building and running a blog is out-of-date or just plain wrong. In this presentation, Mary Anne Shew will review the top 5 blogging myths and how to get your blog on track or get a new one properly started. She has been building client web sites since 2000, often including building and managing blogs for them. She has trained with top bloggers to understand how to get the most out of this unique medium.

Meets the 3rd 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: Thursday, September 21, 2017

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

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, September 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.

Community Connections

Annual Empowering Women Luncheon



For over 30 years, Sonia Manzano inspired, educated, and delighted children and families as "Maria" on Sesame Street.

Named among the "25 Greatest Latino Role Models Ever" by *Latina Magazine*, Manzano broke ground as one of the first Hispanic characters on national television. Throughout her career, she has continued to contribute to enriching diversity on television, on the stage, and in the educational realm.

A first generation America of Latin descent, Manzano's tale is one of perseverance and courage as she overcame countless obstacles to become one of the most influential Latinas in television.

You won't want to miss this, so [purchase your tickets](#) soon.

Date: Wednesday, September 27, 2017

Time: noon - 1:30 PM

Location: Rochester Riverside Convention Center

Pricing: \$65

ESTROFEST, "Cinderella, Sci-Fi & Drones," at ROCHESTER FRINGE FESTIVAL

The KeyBank Rochester Fringe Festival celebrated new Fringe records in 2016 with attendance at more than 68,000 visitors in over 25 venues with 500+ performances and events in Rochester! In just five years, Rochester's Fringe has become one of the most successful fringe festivals in the nation. The Fringe is a 10-day, all-out, no-holds-barred, multi-disciplinary visual and performing arts festival featuring international, national and local artists. It showcases theater (physical, street, musical), comedy, visual arts, family entertainment, music, dance, spoken word, opera, poetry, literature and experiences that have yet to even be imagined.

Join EstroFest for 60 minutes of hilarity at Geva Theatre!

Popular sketch-comedy troupe EstroFest blends original and hilarious live sketches with outrageous videos. "EstroFest was a blast!" said CITY Newspaper's Frank De Blase about last year's Fringe show, writing in his review: "I and the sold-out crowd snorted, guffawed, chortled, busted up, cracked up, and laughed our heads off." EstroFest is Dresden Engle, Andrea Holland, Norma Holland, Allison Roberts, and Freyda Schneider. "Laugh with us!"

Dates and times

- Friday 9/15, 9:00pm
- Saturday 9/16, 5:30pm
- Sunday 9/17, 2:30pm
- Friday 9/22, 5:30pm
- Saturday 9/23, 8:00pm

Click the link below to buy your tickets! Last year we sold out, so don't wait!

<http://rochesterfringe.com/tickets-and-shows?keyword=estrofest>

To learn more about EstroFest please visit our website at: www.estrofestlaughs.com

Planned Parenthood of Western & Central NY, Tuesday September 26, 2017



You are invited to an evening of moderated discussion with Dr. Willie J. Parker and Dr. Rachael Phelps at The Strong National Museum of Play

5:30pm - Cocktail Reception, 6:30pm - Moderated Discussion, 7:30pm - VIP Dinner

Southern Christian abortion doctor Willie J. Parker will join PPCWNY Medical Director Dr. Rachael Phelps for an evening discussion on social and reproductive justice. Dr.

Parker's book chronicling his focus on reproductive justice, *Life's Work: A Moral Argument for Choice*, will be available for sale at the event.

Enjoy cocktails and hors d'oeuvres in the main lobby, tour the Dancing Wings Butterfly Garden and visit the eGameRevolution exhibit.

Please feel free to contact Kayla with any questions at (585) 546-2771 x1916 or giving@ppcwny.org.

[RSVP HERE](#)

Fine Tastings for AI Sigl Community

In September, join the AI Sigl Community for *Fine Tastings*, featuring signature dishes by the region's top chefs while savoring plentiful pours, confections, and more from over two dozen tasting partners. The evening also includes an incredible wine & liquor pull and silent auction with an eclectic mix of one-of-a-kind finds, including original works by local artists. The event, which highlights regional flavors, serves as an appetizing introduction for new volunteers and donors. Over the years, the event has grown from a small gathering of friends inviting friends to a much-anticipated annual event that draws sell-out crowds. One of the sponsors of *Fine Tastings*, Sandy Wehner of Sage Rutty, has a very close connection to the event. Her father was a client of Rochester Rehabilitation's DriveOn program. Seeing how DriveOn helped her father rediscover his freedom was what prompted her to get involved.

Funds raised at the event will benefit AI Sigl Member Agencies serving 55,000 children and adults with special needs in our community each year. AI Sigl Member Agencies include CP Rochester, Epilepsy-Pralid, Medical Motors, the National MS Society, Rochester Hearing and Speech, and Rochester Rehabilitation.

Date: Wednesday, September 13, 2017

Time: 5:30 PM

Location: Locust Hill Country Club

Pricing: \$65

For more information: Please visit alsigl.org

NOTED AUTHOR DEBBY IRVING TO LEAD DISCUSSIONS ON BUSINESS, LEADERSHIP AND RACE

Ongoing racial tensions in this country are acting as a catalyst for business leaders to delve into issues of race and racism within their own organizations. Many understand the concept that a diverse workforce is a positive business strategy. But the lack of a clear path of how to create a culture that allows and embraces diversity can hinder business leaders from even attempting to make changes for fear of doing the wrong thing.

To help guide Rochester area businesses in these murky waters, Expanding Events is sponsoring a unique opportunity from Oct. 19-20 to discuss business, leadership and race with Debby Irving, a noted speaker, educator and author from Cambridge, Mass. She will lead a pair of events that will provide a deeper understanding of the forces that often undermine best intentions as business owners strive to keep pace with our changing workforce. One Rochester CEO, when told about Irving's visit, stated: "This is incredibly timely. In my company, we are so aware of our lack of diversity, and we've begun to ask ourselves, 'What is it about how we're operating that makes us part of the problem?' " Irving will describe her struggle to understand racism and racial tensions. She will also describe how she's changed the way she works in racially mixed groups and what she has learned about leading an organization.

There will be two opportunities for engagement and exploration with Irving.

Race, Responsibility and Leadership: Blind Spots and Lessons Irving will lead participants in an exploration of the topic of race, how it relates to them personally, and how it impacts their ability to make clear and informed decisions as leaders. Participants will be encouraged to ask questions and debate the issues. This session will be

held from 7 p.m. to 9 p.m. Thursday, Oct. 19, at St. John Fisher College. Tickets are \$10 with group discounts available.

A Deeper Dive into Leadership and Race: The Beliefs We Hold, the Decisions We Make Using a series of pointed questions, Irving will work with participants to build a graphic map of the groups to which people belong because of social locations and historical roles in U.S. society. Attendees will identify and discuss their beliefs and assumptions about race-related topics, and how our history and beliefs show up on our organizational cultures. Participants will leave with two powerful tools to analyze power dynamics and cultivate transformative cultures in their circles of influence. There will be opportunities throughout for group discussion, questions and challenges. The workshop will include a panel of experienced leaders:

- Bill Carpenter, CEO of Rochester Genesee Regional Transportation Authority
- Randy Henderson, President of Henderson Family Ford
- Marisol Ramos-Lopez, City Commissioner of Parks and Youth Services

This session will be held from 8:30 a.m. to noon Friday, Oct. 20, at St. John Fisher College. Tickets are \$75 and include continental breakfast. Team discounts are available.

SCORE of Greater Rochester

Learn to Soar 3.0

Details and Registration:

<http://events.r20.constantcontact.com/register/event?llr=zsoktncab&oeidk=a07eee0m9bf9311bc70>

Date: Wednesday, September 20, 2017

Time: 8:15 am to 4:00 pm

Location: Monroe Golf Club

Pricing: Free

Registration:

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eee0m9bf9311bc70&oseq=&c=&ch=>