

NIKE

NEW YORK STATE WOMEN, INC.

VOL. 59 • Issue 2 • December 2009

NYS Women, Inc.

Our Mission

To achieve equity for
all women in the workplace
through advocacy,
education and information.

Our Vision

To be the
leading advocate
for working women.

NIKE

The official publication of
New York State Women, Inc.

Dated Material — Deliver Promptly

Personal Development: page 7

Play to Win

**Obstacles are meant to be overcome.
Fear is meant to be conquered.
Success is meant to be achieved.**



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President's Letter



Teamwork will make all the difference for – New York State Women, Inc.

From Mary Ellen Morgan

As we begin our new beginning, New York State Women, Inc. has met many challenges.

Mary Goutos resigned her position as State President for personal reasons. We all wish her the best of luck and thank her for her many years of service to our wonderful organization. The Executive Committee of New York State Women, Inc. has efficiently handled the important matters.

As I step to the helm of New York State Women, Inc., I remember the Susan B. Anthony coin my mother, a BPW member, gave to her grandchildren before she passed. She wanted them to remember her principles and to pass them on to the next generation. Our current generations of women – Traditionals, Baby Boomers, Generation X, Generation Y, and Millennials need to blend together to create the women of our next generation.

New York State Women, Inc. needs to set the stage, decide what to do, make it happen, and make it stick. Old traditions can blend with new traditions. Strong communications, networking and leadership skills promote powerful women. We need to create a new culture to blend the generations into one. Let's take the time to get into the elementary schools, middle schools, high schools and colleges. Let the younger generation

see us as role models of tomorrow and create visibility with those in their 20s, 30s, 40s and 50s. Create programs to promote and develop a life balance, i.e., family, work, and community need to be a part of our lives.

I look forward to working with our marvelous Executive Committee Team to build our New York State Women, Inc. organization. Winter Board will be held March 5-7, 2010, at High Peak Resort, in Lake Placid. District XI will host this event. Our Youth Leadership Program will be held at Winter Board so please bring teenagers to this very valuable program.

The Annual Conference will be held June 11-13, 2010, at the Holiday Inn Grand Island Resort and Conference Center at Grand Island, New York, hosted by District VIII. Many interesting workshops are planned for this event.

Since this is the year of change, please consider joining us at our state meetings. Everyone across New York State needs to participate. What are the needs in your local communities? What can we do as a group to make New York State a better place for women?

Together Everyone Achieves More

To Build the Next Generation of Powerful Women



Committee Reports

New York State Women, Inc. 2009-2010 Nominating Committee

- submitted by Linda Przepasniak, Chair

New York State Women Inc. is faced with an interesting dilemma this year. Because of the resignation of Mary Goutos and the elevation of President-Elect Mary Ellen Morgan to the office of President, our bylaws dictate that an election for President be held this year. Therefore, nominations for all offices of New York State Women, Inc. will be accepted for election at the annual state conference in June of 2010.

Are you ready to lead? It is the goal of the committee to enlist nominations for the 2010 election from the entire membership. The members of the Nominating Committee are taking an active interest in mentoring and endorsing prospective candidates for office this year and in years to come.

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New York State Women, Inc.

State Conference 2010

Remember to save the dates **June 11-13** for **State Conference** at the **Holiday Inn in Grand Island** (situated between Buffalo and Niagara Falls, New York).

This will be an important milestone in the journey of our new organization, New York State Women, Inc. Plan on attending: YOU can make all the difference to our organization's future!

Calendar of Events

2009

December

Happy Hannukah and Merry Christmas!

26 Deadline: *Communicator*

2010

January

15 Deadline: March *NIKE*

26 Deadline: *Communicator*

February

American Heart Health Month

National Boost Your Self Esteem Month

African-American History Month

5 Deadline: Registration and reservation for Winter Board

26 Deadline: *Communicator*

March

Women's History Month

5-7 Winter Board Meeting
High Peaks Resort, Lake Placid NY

15 Deadline: May *NIKE*

26 Deadline: *Communicator*

26 Deadline: *Communicator*

Please copy these dates into your calendar!

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NIKE Submissions

All contributed articles must be original work; all previously published works must be accompanied by the publisher's authorization to reprint. *NIKE* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

The articles contained in *NIKE* express the views of the individual authors and do not necessarily represent the views of New York State Women, Inc. *NIKE* is distributed for information purposes only, with the understanding that neither New York State Women, Inc. nor the individual authors are offering legal, tax or financial advice.

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New York State Women, Inc.

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From the Editor



Advocacy and Education for Working Women

A couple of months ago, I had the opportunity to attend the Fall Board meeting of New York State Women, Inc. in Geneva. The symbols of BPW were gone...no green and yellow banner, no red purses and no emblem benediction. Yet, familiar faces were everywhere. Women from across the state came together to forge a new beginning; exchanging ideas and suggestions to strengthen and build New York State Women, Inc.

It's a start. And it will be a challenge. While we are eager to cling to the old, tried and true, we must look ahead and venture into the unknown. Our state organization has left the comfort of its parent and now strikes out on its own. The leadership team under the guidance of President Mary Ellen Morgan must set a course that pulls us forward and as members, we need to fully participate as partners for progress. While the structure of our organization is important, let us not forget that our actions will dictate our success. If we do not walk the talk, we will be nothing but a shell. New York State Women, Inc. calls us to action in our local and state efforts to support working women through advocacy and education.

On behalf of the *NIKE* team, I want to wish all of you the best during this holiday season and as the new year approaches, look forward to an exciting, vibrant and proactive New York State Women, Inc.

-Linda Przepasniak, Editor

Just a reminder to our members that the *NIKE* team will be continuing the **Catherine Raycroft Creative Writers Award** this year. We are looking for submissions for this year's three remaining issues of *NIKE*. Kim Nowakowski, from Deer Park, was our 2009 \$100 award winner.

Also, we want to include a "Members Speak" or "Letters to the Editor" column. This is an exciting year for our organization and members input is important and critical to our success. Please feel free to e-mail me your thoughts and ideas, especially on the journey New York State Women, Inc. is taking to reinvent itself.

Our next deadline is January 15, 2010.

Materials e-mailed to Linda Przepasniak should use *NIKE* in the "subject line." If you send published material, it must also have a letter from the publisher giving permission to republish and credit line they want included with the article.

Articles for *NIKE* are usually 100 words (for Chapter news) to 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

Women Who Helped Build the Empire State

Rosalyn Sussman Yalow

By JoAnne Krolak, Vice Chair, Women's History Month

Rosalyn Sussman Yalow was born in New York City in 1921. She attended schools in New York City and had at one time intended to become a mathematician. However, her high school chemistry teacher encouraged Rosalyn's interest in science and she entered Hunter College intending to major in chemistry. Once again, Rosalyn's career plans were transformed through the influence of her teachers, and she changed her major to physics.

In the late 1930s, to Rosalyn, physics seemed an exciting field. Her family wanted Rosalyn to become an elementary school teacher, since it seemed unlikely that a graduate school would accept a woman wanting to study physics. She persisted, and in her senior year at Hunter College, took a job as secretary to Dr. Rudolf Schoenheimer at Columbia University, which would also allow her to take graduate courses.

During this time, Rosalyn was accepted into the physics program at the University of Illinois, where she would also have a teaching assistantship. When she arrived at the Champaign-Urbana campus, Rosalyn found she was the only woman among the 400-member faculty at the College of Engineering, and the first woman graduate student in the physics department since 1917. It was also at the University that she met fellow student Aaron Yalow, who would later become her husband.

After earning her Ph.D. and marrying Aaron, Rosalyn came back to New York to teach at Hunter College. This was 1946, and her classes were filled with WWII veterans who were getting an education through the GI bill. Two years later, Aaron introduced Rosalyn to Edith Quimby, who was a physicist at Columbia University. Rosalyn volunteered to work in Quimby's lab on a project involving the use of radioactive isotopes. This led to a job offer at the Veterans Administration Hospital in the Bronx, where she set up the radioisotope laboratory.

Rosalyn split her time between teaching at Hunter and working at the Veterans Hospital until 1950, when she left Hunter and went to work for the Veterans Administration full time. That year, she was named physicist and assistant chief of the radioisotope service. At the same time, she entered into a working relationship with Dr. Solomon Berson, who had recently completed his residency at the Veterans Hospital. Together they used radioactive isotopes to examine and diagnose various conditions.



One of their first projects involved using the isotopes in examining type II diabetics. In the 1950s, the bodies of diabetics treated with animal insulin would require greater and greater dosages of the hormone to achieve the purposes for which it was administered. Rosalyn Yalow and Solomon Berson hypothesized that the animal insulin, when introduced into the human body, stimulated the production of antibodies which prevented the insulin from doing its work. They used a combination of immunology and radioisotopes to track the antibodies and in the process, created radioimmunoassay (RIA). In time, use of RIA was expanded to cover such things as screening for the hepatitis virus in blood and gauging the proper dosages of drugs and antibiotics. Rosalyn Yalow's and Solomon Berson's collaboration on research projects lasted until his death of a heart attack in 1972. Two years before Berson's death, Rosalyn Yalow had become chief of nuclear medicine at the Veterans Hospital, and in 1974, named her research laboratory after Solomon Berson.

In 1976, Rosalyn Yalow received the Albert Lasker Basic Medical Research Award – the first woman to be so recognized. The following year, Rosalyn Yalow was awarded the Nobel Prize in Physiology (Medicine) for the development of RIA. She shared this award with Roger Guillemin and Andrew V. Schally. Since Solomon Berson had passed away, he was not able to partake of the honor.

Rosalyn Yalow retired from the Veterans Administration in 1991. She still lives in the house that she and Aaron bought when she first went to work for the Bronx Veterans Administration Hospital, and where she and Aaron raised their two children. Rosalyn remained on the faculty of the Mount Sinai Hospital until 2003, when her health made such activity impossible.

Feature: Personal Development

Ring Out the Old Year with Some Tax-Saving Tips

-submitted by Financial Planning Association® (FPA®) of Western New York

Remember your retirement: If you and your spouse file jointly, by contributing to a traditional IRA each of you might be able to deduct up to \$5,000 if you're under 50 by the end of the year – if you're older by yearend, that deduction rises to \$6,000. Keep in mind this deduction may be allowed (but may be limited) if you both were "active participants" in a retirement plan (like a 401(k)) and your modified AGI is more than \$89,000 if married filing jointly or \$63,000 if you're single. If one of you is an active participant (check your W-2) and the other is not, then the one who is not active may still be allowed to make a deductible contribution if modified AGI is less than \$169,000. Contributions must be made prior to the required filing date for your return (April 15, 2010). Some employer qualified plans may also allow large employee deductions prior to year's end – if you can afford to make one, check with your plan administrator.

If you're still considering a hybrid automobile: Keep in mind there are still a few models left that offer tax credits, although the market-leading Toyota Prius is no longer one of them.

[Editor's note: A list can be viewed at <http://www.irs.gov/newsroom/article/0,,id=185050,00.html>.] Also, the recent federal bailout plan approved \$1 billion in tax credits for purchasers of plug-in electric hybrid cars.

If you suffered disaster damage: The severe storms, tornadoes and hurricanes from spring through fall designated a surprisingly large number of counties around the nation as eligible for tax relief. To check if your community has been designated, go to the IRS Web site. [Editor's note: <http://www.irs.gov/newsroom/article/0,,id=98936,00.html>.]

Do an AMT checkup: If you're in a higher income bracket,

before you start gathering deductions, it might be wise to talk with a tax adviser. Even though the recent federal bailout bill gave many taxpayers a break on the alternative minimum tax, it might make sense to see if you're actually covered. The AMT is an alternative taxation system that's figured separately from your regular tax liability and you have to pay whichever tax is higher. State and local income taxes and property taxes, for example, are not deductible when figuring the AMT. So while it may make sense to pay estimated state taxes before year's end for purposes of the regular income tax, it may be better to postpone the payment if you are subject to AMT.

Check investment gains and losses: If you have some capital losses in your taxable investment accounts – a very likely prospect in 2009 – see if it makes sense to sell and offset them against any capital gains you've realized this year. Such losses can offset 100 percent of capital gains plus up to another \$3,000 in ordinary income. Any losses in excess of that number can be carried forward to future tax years. Remember, mutual funds that may have faced large

redemptions this year may throw off large capital gains even though your accounts may be showing losses. A financial planning professional can help you sort this out and make the most tax-efficient decision.

Prepay property taxes: If it makes sense to accelerate that deduction based on your tax advisor's opinion, pay those early 2010 taxes before the end of the year.

Prepay state taxes: Again, if it makes sense based on your tax situation, consider making a fourth-quarter estimated state tax payment due in January this month to accelerate the deduction.

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Cover Story: Personal Development

Play to Win

There was a time in most of our lives when we had no fear – that feeling when we jumped from the jungle gym and slammed our little bodies to the ground. Perhaps it was when we went on our first roller coaster, or when we were in high school or college and felt that there was nothing we couldn't do. No goal was unattainable. We were an unstoppable force that would think of something and then make it happen. Then, as time goes by, the world tells us more frequently that we can't do what we want. The doubters laugh at our goals and try to persuade us from going after our dreams.

They say, "You're crazy. It's too hard. Why don't you do this instead? You should play it safe." They act as if dreams were meant for others but not people like us. They surround us with negative energy and try to instill their own fears and insecurities in us. We not only begin to know the word "fear," we start to understand what it's like to be fearful. With so many people telling us we can't do something and so few telling us we can, it's hard not to let fear into our lives. Unfortunately this is how many of us go through life.

Whether you are 20 or 50, many of us become so scared of losing what we have that we don't go after what we truly want. We play it safe and hold on so tight to the status quo that we never experience what could be. We believe the doubters and don't take chances that will move us one step towards our dreams. I call this "playing to lose". We see this in sports all the time when a team has the lead. They start to think about how not to lose instead of how to win. They hold on so tight to their lead that they start playing safe and scared. You can see it in their energy and body language. As a result the other team takes chances, plays with no fear and eventually gains the momentum and wins.

To live a life filled with positive energy we must learn to rebel the energy of fear. Whether it comes from within or from another person, we must overcome fear and adopt a "play to win" mindset. Playing to win requires a commitment to yourself that even if you fail, you will never give up and never let your goals and dreams die. Those who play to win know that success is not given to us. It is pursued with all the energy and sweat we can muster. Obstacles and struggles are part of life

and only serve to make us appreciate our success. If everything came easy we wouldn't know what it felt like to truly succeed. Obstacles are meant to be overcome. Fear is meant to be conquered. Success is meant to be achieved. They are all part of the game of life and the people who succeed play to win and never give up until the game is over.

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Feature: Personal Development

Our clutter does not come from being messy, lazy or disorganized, it comes from four goofy habits:

Saving things that we never need or use;

Insisting on bringing in things that we never need or use;

Never deciding on a place for things to be put

Setting things down instead of putting them where they belong

So how about trying to incorporate one new habit to counteract clutter habits?



Twenty-one Tips to Cultivate Clutter-Busting Habits

by Rita Emmett

Here are 21 ideas:

1. If you haven't used it in a year, get rid of it.
2. Every day, before turning on your computer, toss or put away three things on your desk.
3. When you buy one thing, get rid of one thing (a toy for a toy, a shoe for a shoe).
4. Glance over your left shoulder every time you leave a room. Pick up the clutter you spot and take it with you to put it where it belongs.
5. Decide now. Clutter is often caused by putting off decisions.
6. Make a place for everything, such as special papers, and each child's school papers. Make a place for mittens, scarves, hats, boots, and so forth.
7. Put everything in its place. Teach your family to put things where they belong. (One way to teach: "If everything is where it belongs, you can come with me to the mall or you can watch TV. If it's not, you can't.")
8. If you take it out, put it back.
9. Ask a "non-clutter friend" to help you sort through your closet or other clutter. Some people will be delighted to help you de-clutter. All you need from them is help in deciding what to keep or not keep.
10. Take five minutes whenever you can to tackle a small section of clutter (or do it during the commercials of the first hour of watching TV).
11. Find a person or organization that will love and cherish your stuff as much as you do. That makes it easier to say good-bye to things you don't use or need.
12. Decide on one place to put your keys (a hook or bowl near the door, a certain section of your purse) and cultivate the habit of putting them there always.
13. Live simply so that others might simply live.
14. When you want to buy something – no matter how sensational or adorable it is – think if you have a place to put it. Even if it's the greatest bargain in the world, don't buy it if you don't have a place for it. What a life-changing way to think!
15. Always open mail next to a wastebasket. Get BIG wastebaskets for every place in your home that you need to encourage tossing or recycling paper, magazines, catalogues, newsletters, newspapers or other paper clutter.
16. Never leave a room empty-handed until the only things in the room are ones that belong there.
17. Never go up or down stairs empty-handed as long as there is something that should be taken up or down.
18. Have company over once in a while so the house gets cleaned.
19. Pay bills, fold laundry, sort through catalogues and magazines, and so forth during TV commercials or while visiting on the phone.
20. When de-cluttering a room, start at the doorway and go right or left. Then if you're interrupted, you can see where you stopped.
21. Don't de-clutter and clean the same day. You might keel over, poor thing.

Just making one of these habits a regular part of your day will impact the amount of clutter in your life.

Rita Emmett, a "Recovered Pack Rat", is a professional speaker and the author of The Procrastinator's Handbook and The Clutter-Busting Handbook. She can be reached at 847-699-9950 and e-mail is Rita@RitaEmmett.com. To subscribe to her free monthly "Anticrastination Tip Sheet" with quick short tips and ideas to help break the procrastination habit, go to the first page of her Web site www.RitaEmmett.com

Blogs for Profit

by Renee Cerullo

Blogs pave the road to profit by building brand awareness, driving traffic to Web sites, promoting products and services, and attracting new readers. And throughout this article, when you see the term "readers," think "customers." Because, really, they are one and the same.

Blogging for profit doesn't just mean selling to consumers from Web pages, although that is one way to earn revenue. Look at your blogs as crucial extensions of your brands and products. It involves using every possible method to reach out and turn readers into customers. It's about defining your role, finding an audience, and paying close attention to the needs and wants of your visitors to ensure the sustainability of your business.

But before spending hours developing a theme to your blog and writing posts, you need to find where you will have the biggest impact with readers.

Finding Your Space in the [Blogosphere]

All great blogs have one thing in common: They define a niche through their readers. Whether you are just starting a blog or have an existing blog as part of your business, it won't be truly effective unless it meets the needs and wants of those who visit. Unless you can pinpoint your audience and identify what matters to them most, and what drives them to convert, your blog will become a fractured experience. You want every post to address some topic relevant to the readers. Within that framework is where you can get creative and develop your style to separate your blog from your competitors.

A good place to start is by finding blogs that are similar to your own (or your idea) and doing a little research. Find popular blogs in your industry, competitors included and see which of their blog posts have the most user comments. This is a good sign of the posts of the most interest to readers. Look for common themes, wording, and ways the blogger addresses the audience to determine your potential readers' preferences and expectations.

Once you have a grasp of your target audience and what your competitors are doing, it is time to think about your blog's style and structure. Do you need a three-column blog or two? Should you choose a style with lots of pictures and graphics, or a more Spartan approach? Will your tone be conversational, or more professional?

These are important questions because the answers will affect the type of and availability of advertisers and, ultimately, affect your profitability. If you write a business blog, a graphic heavy style with an edgy font and a casual tone might deter serious advertisers with deep pockets. On the other hand, if you cover lighter material, a sterile site with no real



flair might be viewed as out-of-touch with the intended audience. You want to stand apart from the competition, but you also want potential readers and advertisers to feel comfortable that you know the industry and your audience.

Making Your [Blog Earn]

Keeping an effective blog takes serious work. There are posts to be written, keywords to be researched, and fires to be extinguished. All that work should be rewarded. And done right, you can reap the benefits.

It all starts and ends with good content. That's what matters most to search engines and readers alike. And the money follows the readers – both in advertising dollars and consumer spending. Of course, there is no end to a discussion on writing quality content. For now, let's focus on dollars and cents.

The three most common areas to earn on a blog are on the page itself, within the blog posts and through supporting products and services. To get the most from your efforts, you'll need to address all three.

Earning on the page

Your main blog page will be part of your template, where elements of the page will be carried over to every other page and posted throughout the blog. And the most common way to earn revenue on your page is through advertising. This can come in the form of Google AdSense (pay-per-click) or display ads. ValueClick and Tribal Fusion both have an extensive network of advertisers who are matched with bloggers for the best chances of conversion. Alternatively, you can solicit ads directly from an advertiser.

E-mail subscriptions offer an excellent way to send targeted offers. Consider an e-mail signup box in a prominent position on your page. Feedburner (now owned by Google) has a free e-mail collection service. Any e-mail service provider (ESP) will offer ways to collect and manage subscriber data. And if you're willing to manage the data on your own, Best Contact Form and FormSpring both let you set up forms to collect names, e-mails and demographics which you can then

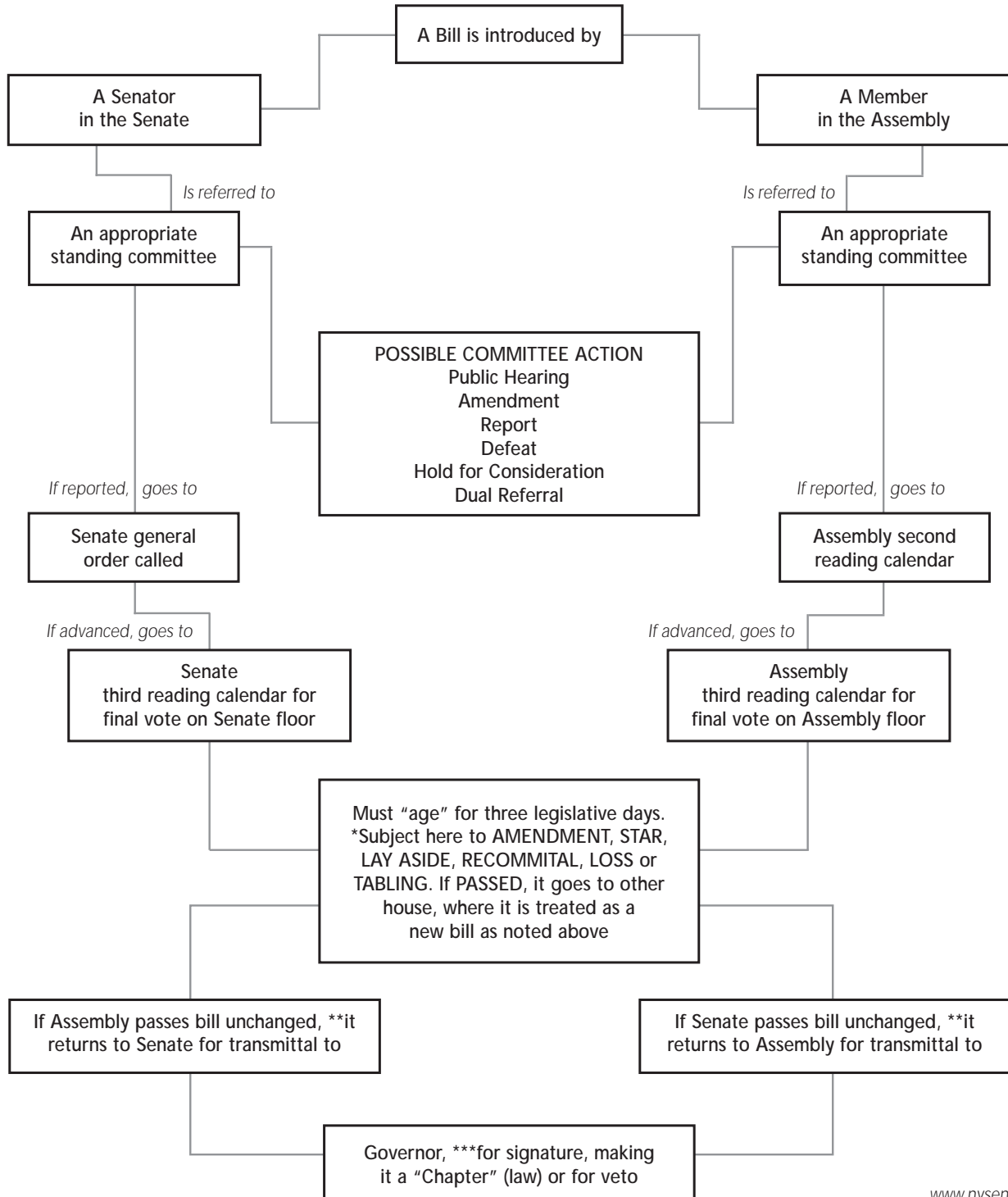
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Feature: Political Action

How a Bill Becomes a Law in New York State

Understanding the legislative process in New York State is key in addressing the concerns and issues of New York State Women, Inc. Be informed. Know who your Senate and Assembly representatives are.

For information on public policy and legislation, contact Marilyn Mannino at lynnemannino@msn.com. Learn how you can contribute to the NYS Women, Inc. PAC; please contact Amy Kellogg at ajkellogg@aol.com.



New York State Women, Inc. Winter Board Meeting

March 6-7, 2010 • Lake Placid, NY

Please photocopy or cut off appropriate column and return to the address indicated for each column.

BOARD MEETING Registration Form

Registration Deadline: February 5, 2010
New York State Women, Inc. Winter Board

Mail to: Carolyn Frazier, Registration Chair
226 East Orvis Street, Massena, NY 13662
E-mail: cmcleanf@yahoo.com

REGISTRATION FEES for ALL ATTENDEES

Postmarked prior to Feb. 5, 2010	\$25
Postmarked prior after Feb. 5, 2010	\$35
On-Site reservation	\$50

MEAL RESERVATION (if not staying at hotel)

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| <input type="checkbox"/> NIKE Editor | <input type="checkbox"/> State Committee Chair |
| <input type="checkbox"/> State Historian | <input type="checkbox"/> State Committee Vice Chair |
| <input type="checkbox"/> District Director | <input type="checkbox"/> Assistant District Director |
| <input type="checkbox"/> PSP (year _____) | <input type="checkbox"/> LO President |
| <input type="checkbox"/> Member | <input type="checkbox"/> Guest |
| | <input type="checkbox"/> First Time at a State Meeting |

AMOUNT ENCLOSED

CHECK #

NAME

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

E-MAIL

Hotel Reservation Form

Room block release/reservation deadline: Feb. 5, 2010
New York State Women, Inc. Meeting – March 6-7, 2010

Mail to: High Peaks Resort
2384 Saranac Avenue, Lake Placid NY 12946

Reservation Desk: 518-523-4411

Web site: www.highpeaksresort.com

A combination of King and Double Queen rooms have been blocked. The hotel will honor your request on a first-come, first-serve availability basis.

King _____ Double Queen _____

The hotel package is inclusive of tax and service charges. It includes 2 night's lodging, 2 breakfasts, 1 lunch and 1 dinner. Please check package rate desired for this reservation.

- | | |
|---|---|
| <input type="checkbox"/> Single \$397.10 per person | <input type="checkbox"/> Triple \$191.85 per person |
| <input type="checkbox"/> Double \$243.16 per person | <input type="checkbox"/> Quad \$166.19 per person |

The hotel requires one reservation per room with all room mate names on the reservation.

ROOMING WITH:

Handicapped room needed: yes no

Dietary Needs (based on medical orders)

Early Arrival Thursday, March 5: \$159 room only rate

Arrival Date: _____

Payment (Deposit of \$150 must accompany this form.)

Check # _____ Amount \$ _____

Credit Card Type _____

Credit Card Number _____ Exp. Date _____

Credit Card Holder Signature _____

NAME

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Chapter & District News

Lakeshore Chapter (formerly Silver Creek) – District XIII

-submitted by Joni Franklin, Vice President

It has been an exciting few months for our organization. In August, our members were busy shopping, stuffing, and delivering backpacks full of new shoes, clothes, and necessities to over 40 children in the Lakeshore area. This is the second year for this



fundraising event in our chapter and we were very excited to provide assistance to so many children heading back to school this year. It was a particularly difficult year for our community as we were

hit in both the Silver Creek and Gowanda areas with severe flooding.

September met us with an abundance of things to do with the Silver Creek Grape Festival. Our regular meeting fell on opening day and we were pleased to have Vicky James from Chautauqua County attend to discuss the upcoming election.

In October, Cathy Fitzgerald of Southtowns Radiology gave an excellent presentation on breast cancer and the importance of screening and education. Goodie bags were presented to members and we were asked to pass the word along to at least 3 women we came in contact with in the next few days. Cathy would make a great addition to any organization wishing to educate its members on this very important subject matter.

And last, our organization looks forward to its November meeting when Kristy Jones-Bly, United States Army Reserve, will visit with us to observe Veterans Day and discuss some of the issues that involve women in the military. Women have a great presence in the military and educating our members on the impact of women's efforts in this regard is our goal.



From left to right: Niagara Frontier President Nancy Dietrich, NYS Women, Inc. President Mary Ellen Morgan, NYS Women, Inc. Treasurer Laurie Livingston, Past State President Dorothy Mangano, Past State President Linda Przepasniak.

Niagara Frontier (formerly Tonawandas) – District VIII

-submitted by Phyllis M. Phillips, 2nd Vice President

On September 23, 2009, the (former) Tonawandas BPW had

a wonderful 70th Anniversary celebration. Maryalice Demler, news anchor of WGRZ-TV was the speaker, along with New York State Women, Inc., Treasurer, Laurie Livingston. We were especially honored to have Mary Ellen Morgan, President of New York State Women, Inc., in attendance, with Past State Presidents Dorothy Mangano and Linda Przepasniak. It was a bittersweet occasion, as we celebrated the 70th anniversary of the Tonawandas BPW, which will henceforth be known as the Niagara Frontier Chapter of New York State Women, Inc., the name that will lead us forward into a successful future.

At our October meeting our speaker was Jill Townson, who has been Executive Director of the YWCA of the Tonawandas for the past nine years, refining and reorganizing the domestic violence and human services programs and strengthening school age care. Under her leadership the YWCA of the Tonawandas has added several new critical programs, renovated the Carrel House property into a transitional home and is now listed as a referral service by both Niagara and Erie County Integrated Domestic Violence Courts.

Our November meeting featured Mary Cay Neal, Executive Director of the Buffalo Suzuki Strings, the oldest Suzuki method music education program in Western New York. The cornerstones of their philosophy are: an early beginning, a nurturing environment, quality musical training, plus a strong partnership among parents, teachers and the community. Buffalo Suzuki Strings accepts instrumental students from the age of 3 to 18 and is the only program in New York State to offer violin, viola, cello and double bass. It also offers Suzuki Method instruction in piano and classical guitar and its Infant/Toddler Program is offered from birth to 3 years of age.

At our holiday dinner, Bertamae Ives, a Cheektowaga resident and author of *Ring in the Holidays*, will entertain us. She has written other books and numerous newspaper columns and is adorably hilarious.

Southern Finger Lakes Women (former Watkins Glen) – District VI

-submitted by JoAnne Krolak

The chapter opened the program year with a presentation by Elisa Serfass, Recording Secretary for New York State Women, Inc., who explained recent changes going on at the state level of the organization. During the business meeting, members discussed several suggested name changes for the chapter and selected "Southern Finger Lakes Women



Elisa Serfass, Recording Secretary, New York State Women, Inc.

Chapter & District News

(SFLW)," pending approval by the state organization. Special recognition was given to SFLW member Mary Ellen Morgan who recently ascended to the presidency of NYSW, Inc. Members enthusiastically congratulated Mary Ellen on her achievement and expressed their unanimous support. Nomination forms for the 2009 Woman of the Year award were distributed. Members were encouraged to attend the District VI meeting in Binghamton on October 24, 2009 and the State Fall Board meeting on October 30-31, 2009, in Geneva.

District VIII News

-submitted by Ramona L. Gallagher, District Director

The 2009-2010 program year began with a Leadership Meeting at Curly's Bar & Grill in Lackawanna, New York, on September 10, 2009 with great participation from a majority of our seven chapters. Ramona Gallagher, District Director, Donald "Donnie" Hover, Assistant District Director, Sue Mager, Secretary, and Ruthann Rocque, Treasurer, constitute the District Officers. Appointments thus far include Finance Chair Linda Przepasniak, Web Site Manager Renee Cerullo and Parliamentarian Susan Fayle. Additional committee chairs may be appointed as this transitional year unfolds. Rounding out the Leadership Team are Chapter Presidents: Joyce DeLong - Buffalo Niagara (Buffalo Amherst), Kathy Reed - Chadwick Bay (Dunkirk-Fredonia), Kimberly Hagelin - Jamestown, Kristin Marusza - Clarence (Clarence Heritage), Dr. Sherry Bradford and Sonja Miller (co-presidents) - Grand Island Professional Women (Grand Island), Marissa Metzger - Lake Shore Chapter (Silver Creek), and Nancy Dietrich - Niagara Frontier (Tonawandas). Carol Wilder, Immediate Past District Director and Sue Mager, Secretary, are co-hairs for

the 2010 Annual Conference to be held in June 2010 at the Grand Island Holiday Inn and Linda Przepasniak will serve as Transportation Coordinator.

On October 24, 2009 at The Millenium Hotel in Cheektowaga, New York, about twenty-three (23) members attended the District Meeting. We were delighted to have Patricia Hendrickson, 1st Vice President of New York State Women, Inc., as our State Representative, to join us and facilitate a brainstorming session to suggest ideas/changes/additions, etc., to strengthen our organization as we move forward.

Spotlight on District XI

New York State Women, Inc. District XI comprises the counties of Clinton, Essex, Franklin and St. Lawrence. District 11 will be host to the Winter Board meeting to be held in Lake Placid March 5-7, 2010.

Here are a few interesting facts:

In the town of Lewis in Essex County, you will find the home of Inez Milholland Boissevain on Lewis-Wadhams Road. This was the home of Boissevan (1825-1916). While a student at Vassar, she rode into history when she led a votes-for-women parade in Washington in the early 1900's - seated on a white horse wearing a Cossack robe. And, in the Town of Wilmington on Route 86, you'll find Esther Mountain. At age 13, Esther Coombs was lost in the Adirondack mountains. She was rescued on this previously undiscovered mountain - which was then named in her honor. It is the only Adirondack High Peak named for a woman

Elsewhere, in Gouverneur on Route 11 in St. Lawrence County is the Graves Farm. Though not open to the public, this was the home of Rhoda Fox Graves, the first woman member of the legislature to represent northern New York.

Please Send District and Chapter News to:

Ramona L. Gallagher • 1217 Delaware Ave., Apt 807, Buffalo, NY 14209-1432 • E-mail: mmistymo@aol.com

Fall Board 2009



Past State Presidents Viola McKaig, Elsie Dedrick and Linda Winston welcome incoming New York State President Mary Ellen Morgan at the Fall Board of Directors meeting held in Geneva, New York. President Morgan received gifts and words of support and encouragement for a successful year from the thirteen past state presidents in attendance.





NIKE ALL STARS

Kudos and a big thank you to the many members who contributed in 2008-2009 to the All Stars (formerly NIKE Boosters.) Each and every \$5, \$25 or more helps fund the communication tool so vital to the survival of New York State Women, Inc. Thank you for your support. The 2009-2010 NIKE All Star Campaign started at Conference, so

please continue to solicit contributions from members, chapters and districts. It is your support that is the lifeblood

of NIKE and every contribution is valued.

Rates: Platinum Patrons: \$75.00 and over
 Golden Givers: \$50.00 – \$74.00
 Silver Supporters: \$25.00 – \$49.00.
 Bronze Boosters: \$5.00 – \$24.00

Make check(s) payable to:
 NYS Women, Inc. (memo: NIKE contribution)

Mail form and check(s) to: Susan Mager, NIKE Business Manager, 3406 McKinley Pkwy, Apt. C-11, Blasdell, NY 14219

Platinum Patrons

Robin Allen
 Roseann Bunshaft
 Debra A. Carlin
 Margherita Clemento
 Joyce DeLong
 Patricia Ferguson
 Ramona Gallagher
 Marie Johnson
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 Laurie Livingston
 Audrey B. MacDougall
 PSP '93-94
 Colleen White Tyll

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 Maria Barnas
 Clarence Chapter NYS Women Inc.
 Rosemarie Cornacchio
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 Mary Ellen Morgan
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 Margaret Barry
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 Diane Bergmanson
 PSP '86-87
 Charlotte Blanchard
 Katherine Boland
 Deanna Borrello
 Doris J. Brooks
 Janet H. Brown
 Roseann Bunshaft
 Lois Burcher, PSP '76-77
 Patti Butler
 Kathy Butterfield
 Sally Cappitelli
 Charlotte Carlson
 Mary Clary
 Linda Costa
 Joan Crawford
 Eleaine Croteau
 Elsie Dedrick PSP '97-98
 Joyce Devine
 Lorraine Dickinson
 Nancy P. Donohue

Cheryl Douglass
 Betty Drislane, PSP '91-92
 District VI
 Theresa Fazzolari
 Lois Force
 Frankie Fostier
 Melanie L. Frezse
 Jan Garvey
 Shirley Golden
 Hon. Dorothy L. Goosby
 Kathleen H. Haddad
 Linda Hammond
 Angela Harris
 Maria I. Hernandez
 PSP '01-02
 Gloria Hutchings
 Valentina Janek
 Dolores Jederlinic
 Carolyn Johnson
 Marie Johnson
 Alethea Johnson Vannoy
 Janet Jones '03-04
 Nancy Keoghqan
 Lynn Kopf
 Betty P. Lomonaco
 PSP '87-88
 Helen Long
 Dorothy Mangano
 PSP '82-83
 Marilyn Mannino
 Jeanne M. Matyas
 Viola McKaig, PSP '00-01
 Kathleen McNaughton
 C. C. Merrithew

Marissa Metzger
 Mary Ellen Morgan
 Carol Moyer
 Betty O'Connor, PSP 89-90
 Jane Osterhout
 Linda Przepasniak, PSP '04-05
 Linda Provo, PSP '07-08
 Linda Rankin
 Cay Raycroft, PSP '92-93
 Ruthann Rocque
 Candice Russell
 Rhonda Schulte
 Elisa M. Serfass
 Mary Ann Shea
 Connie Smith
 Rosemary Spanti
 Karen Spoor
 Kathy Stagg
 Neale Steiniger, PSP '08-09
 Mary Stelley PSP '99-00
 Carol Stevens
 Donna Strand
 Clare Sullivan, PSP '96-97
 Helen Swank
 Peggy Sweeney
 Bernadette Trudeau
 Joan W. Young
 M. Denise Walker
 Jane Wallup
 Carol Wilder
 Kerry Williams
 Linda Winston, PSP '06-07
 Mary A. Woodward
 Barbara Ziegler, PSP '95-96

New York State Women, Inc.

If you or anyone in your chapter has ideas/suggestions for a logo for the organization, please send those to **Cindy Welcher** at cwelcher@stny.rr.com as soon as possible. A logo has not yet been selected.

Career Development Opportunities, Inc.

-submitted by Helen Rico, President CDO



October 2009 was a busy month for board members of the Career Development Opportunities, Inc. (CDO).

Two free workshops were presented during the month to individuals looking for work.

One workshop was presented to the Rome Rescue Mission and

the second one at the New York State Women, Inc., Fall Board meeting in Geneva, New York. The topics included looking for work, focusing on preparing for the job search, resume develop-

ment and writing (including online resumes), the application and interviewing processes, and follow up after the interview.

Participants were asked to identify and write down their skills. That information was used to develop the resume as well as topics to be discussed during the interview. A short role-play exercise featured Sue Mager as the interviewee to demonstrate both a good and bad interview, e.g., what to wear to an interview, what to do after the interview, etc. The final topic was a discussion of personal behaviors which might hurt a job seeker's success.

Sample resumes, interviewing questions and pamphlets from the New York State Department of Labor were provided to all participants. Presenters were: Ramona Gallagher, Linda Przepasniak, Sue Mager, Lucille Argenzia, Carol Kunkel and Helen Rico.

Helen Rico is a member of the Rome Chapter and past president of the former BPW/NYS (now New York State Women, Inc.). She is currently the president of Career Development Opportunities, Inc.



Happy Holidays

*From
New York State Women, Inc. – District II*

*Elaine B. Croteau
Director*

*Theresa Fazzolari
Assistant Director*

*Rosemarie Dressler
President – Staten Island Chapter*

*Maria Barnas
President – Bay Ridge Chapter*

*Jessie Schwartz
President – Richmond County Chapter*

Committee Reports

Continued from page 15

Officers are elected by the members at the annual State Conference. Qualifications and requirements for each elected office can be found in our Bylaws and the Manual of Instructions or by contacting the Chair, Linda Przepasniak at Linda295@aol.com. Forms were included in the November issue of the *Communicator* and are on the Web site. Pursuant to the guidelines, The Consent to Serve Form and the Nominating Form must be returned to the Nominating Committee Chair postmarked no later than March 1, 2010 or five (5) days following the close of Winter Board, whichever is later. Inasmuch as Winter Board is currently scheduled for March 5-7, 2010, the anticipated closing date for nominations will be **Friday, March 12, 2010**.

Many of you have served as chapter presidents, district directors and members of the state board of directors and may be eligible for nomination. Many of you have the desire, passion, motivation, energy, skills and vision to take New York State Women, Inc. to the next level. It's an exciting opportunity and the Nominating Committee looks forward to undertaking this task responsibly and judiciously.

Personal and Professional Development

-submitted by Colleen White Tyll, Chair

As everyone already knows, we are in a transition year. One of the groups most adversely affected is Personal/Professional Development. We have been meeting with the EC and the Strategic Planning Committee to bring our vision to the change. We also listened to you at Conference and Fall Board. After re-evaluating the usefulness of the former Individual Development Program (IDP) Young Careerist (YC) and Women Joining Forces (WJF) programs from former BPW/USA to our membership, we have decided to take a new more "useful tool" approach.

As to IDP, many hours were spent training facilitators and then there was little implementation of the program. This occurred due to the lengthiness of the program and the inability of the members to commit their personal time to fulfilling its requirements. There were logistical problems with qualified trainers having to travel to local chapters and districts and

there were cost issues.

As to YC, it never really materialized as an educational program. Although the speech competitions are an educational experience, a program would suggest some type of mentoring or training over time.

As to WJF, although two separate presentations were scheduled at military bases, there was very little turn out. Feedback received was that most officers already have jobs lined up prior leaving the military and that the military prepares officers for civilian employment. The program was also, in its current state, not useful to the majority of local chapters as they were not located near a military base. Perhaps it is not officers that should have been the target audience, but rather the enlisted women personnel. Some local chapters are located in vicinities that have displaced veterans' shelters and many local chapters may be in the vicinity of a Veterans Administration (VA) Hospital. WJF might have been more effective and useful to us as a community outreach program.

After much discussion, and hearing the comments from our membership in regard to age or place in life, we think that this team would better serve the needs of our membership by developing a Resource Manual listing topics that local chapters, districts and state board and conference planners could use to diversify their programming and to provide resources to find qualified professional speakers on a local level.

As the educational component of New York State Women, Inc. we feel that the Youth Leadership and Girl Scout Link programs should come under this umbrella. These programs are educational in nature and the young women who participate in them are prospective future members. These programs are perfect community service and mentoring opportunities for every local chapter.

The sub-chairs are busily re-writing speech competition guidelines. We will continue to have three competitions with cash prizes. All competitors must be members of New York State Women, Inc. The competitions are being re-classified to address competitors in different life stages of their careers and we plan to have this ready to roll out at Winter Board.

In the interim, we look forward to your comments, questions and suggestions.

Southern Finger Lakes Women (formerly Watkins Glen BPW)
proudly support Mary Ellen Morgan as President
of New York State Women, Inc.



Mary Ellen Morgan
President, NYS Women, Inc.

Mary Ellen, if you lead, we will follow!

Grace LeGendre Endowment Fund & Education

Provides grant money for programs in the form
of lectures, seminars, research and other
educational forms to communities.

Keep up the good work!
Send a tax-deductible contribution to

BPW/NYS Grace LeGendre Endowment Fund, Inc.
P.O. Box 67 • Voorheesville, NY 12186

Ring Out the Old Year with Some Tax-Saving Tips

Continued from page 6

Defer income if possible: Self-employed people and some business owners might elect to invoice customers in January so they don't have to include that income on their 2009 return. Keep in mind that it may only make sense to defer income if you think you will be in the same or lower tax bracket next year.

Focus on energy: Also, the recent bailout bill extended the credit for residential solar property through 2016, and removes the credit cap (currently \$2,000) for solar electric investments. The bill adds residential small wind investment, capped at \$4,000, and geothermal heat pumps, capped at \$2,000, as qualifying property. The bill allows the credit to be used to offset the AMT.

Plan a stock donation to charity: If you have stock with a large unrealized capital gain that you've held longer than a year, you can give that stock to a qualified charity and claim a deduction for the current fair market value of the security. If you have a stock with an unrealized capital loss, do the opposite – sell the stock, claim the capital loss, then donate the resulting cash proceeds to charity. This is actually better than just donating cash, because you get the same deduction and never have to pay the capital gains taxes from the appreciated security, or you can take a current deduction if you have a loss. A similar donation to a donor-advised fund can provide the same current benefit while allowing you to take your time in appointing the specific charity to ultimately receive the gift.

Make sure donations are documented: You must have a receipt or a canceled check to back up any contribution, regardless of the amount, and you can't simply give away junk and state a "like new" value for it. If you don't have such a written record, the IRS will reject the write-off if the lack of proper record keeping is discovered in an audit. Also, you can write off out-of-pocket costs you incur while doing good works. Ingredients for casseroles you regularly prepare for a nonprofit organization's soup kitchen, for example, or the cost of stamps you buy for your school's fundraiser count as a charitable contribution.

This column is provided by the Financial Planning Association® (FPA®) of Western New York, the leadership and advocacy organization connecting those who provide, support and benefit from professional financial planning. FPA is the community that fosters the value of financial planning and advances the financial planning profession and its members demonstrate and support a professional commitment to education and a client-centered financial planning process

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District VI of NYSW, Inc.
Congratulates

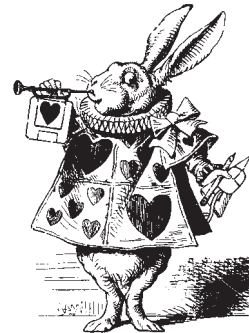
Mary Ellen Morgan

President of NYSW, Inc.

Together Everyone Achieves More

Building

the Next Generation of Powerful Women



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Blogs for Profit

Continued from page 9

import into your CRM. By default, when a user subscribes to your blog, you already know they are interested in your subject matter. The next logical step is to make offers strongly correlated with your regular content and the user's demographic data.

If you feel your content is strong, consider exclusive content and paid subscriptions. One way to entice users to pay for content is to offer snippets of material found nowhere else on the Web, then request a payment to read the rest. The WP-Membership plugin allows WordPress publishers to require payment to see all or some content on the blog, while the RSS Post Editor plugin forces feed registration to view additional content. If your audience capitulates, it's a nice way to build your e-mail list.

Earning in the Posts

There are many possibilities to earn revenue within your blog posts. One of the more effortless ways is by engaging in text link advertising. These advertisements are embedded in the text itself, popping up when a user hovers over a linked word or term within your post. When the user clicks on the ad, the advertiser is charged and you earn a portion of the advertising fee.

For advertisers, text link advertising offers a highly targeted opportunity. These systems are designed so that ads match the words and the context of the particular post. For publishers, this offers a way to get many opportunities for clicks while conserving screen real estate. To take full advantage of text link advertising, publishers need to use the most relevant keywords to the subject in the post.

A good way to find the right keywords is to use a keyword suggestion tool. Enter the terms associated with your post and you will see other, possibly more relevant terms, users are searching to find your subject. By including these keywords, you have a better chance of being matched with a good text link advertiser, and, therefore, a better chance of a paid click.

A third opportunity exists with the entire content of your posts, in the form of sponsored content. Sites like ReviewMe and PayPerPost have a network of advertisers that will pay bloggers to write about their products or services. If you decide to use these services, it is of the utmost importance that your readers are aware of the paid-for-content arrangement. Otherwise, you risk a mutiny. Not only will you lose further paid content opportunities, but you will suffer a devastating loss of readership that will affect your revenue potential site-wide.

Creating quality content is hard work. There's nothing more frustrating than spending hours writing a great blog post, only to see readers ignore it after a few days, weeks or months. The longer you blog, the more content you amass.

As you write your posts, take note of important topics, or those that are just scratching the surface of a greater issue. These are prime candidates for heavy research and eventual

white papers. Depending on the breadth of your research and content, you can choose to charge a premium for these studies, or offer them to affiliates to sell through their Web sites and networks. If nothing else, they can be distributed through various channels, creating an extended branding reach and SEO benefits, or used as a way to force registration and create new leads.

Finally, take the opportunity to sell supporting products to your readers. Amazon's aStore offers a way to incorporate a full-blown retail aspect to your blog with no upfront fees. Sign up and select the products you want to include in your store. You can write your own descriptions, change the colors and presentation of the store then embed all of it in a separate page of your blog. You get the advantage of an endless supply of products that matches your blog's look and feel and a revenue stream without ever handling a product. The consumer gets custom product selections relevant to his/her interests and the security of shopping through a trusted retailer.

Expanding Your [Reach]

Basic SEO efforts will go a long way to extending your blog's reach and maximizing potential profit. Creating sitemaps and submitting them to the search engines, keyword optimization, linking strategies and many other techniques will help. But you also need to reach out to readers where they connect to the Web.

Social networking has come to affect every user's life in some way or another. There are specific blog networks like Technorati and MyBlogLog, but increasingly blogs are making their way to wider reaching social venues. Facebook recently acquired NetworkedBlogs, where users can search through hundreds of blogs and add the content as a widget to their profiles. NetworkedBlogs claims over 400,000 users on Facebook. It's also a good idea to get involved with social sharing sites like Digg.com, and Mixx.com, and bookmarking sites like Delicious.com. While these sites can be beneficial, they can also consume a large portion of your time, so make sure to keep your focus on your blog's content. You might also consider some paid advertising to promote your blog to readers. It might not fit every blogger's budget, but if you have the resources, advertising can get your blog noticed. Google AdWords is a standard avenue, but there are other options like advertising through StumbleUpon, and Facebook can place your ads to a highly targeted audience.

Blogs have evolved from online diaries to essential business tools. Use your blog to inform readers, extend your brand and make new contacts. But, at all times and through every step of the way, use your blog to profit.

Renee Cerullo is a member of the Buffalo Niagara Chapter, the owner of RL Computing, and the Webmaster for New York State Women, Inc. For further information contact Renee at Cerullo@rlcomputing.com

Feature: Personal Development



Moving Forward... Conscious of Our Choice of Words!

by Claire Knowles

Our busy days unfold like the Page-a-Day calendar that quickly melds into weeks, months and years. As time flitters by we internally crave meaning and fulfillment in our lives – hoping that we won't look back some day and regretfully say, "Is that all there is?" or, "Success...but at what cost?"

Deep in our hearts we know that we are the *managers of our own lives*. Solely responsible! Dr. Phil frequently affirms this self-knowledge. So how can we best affect the outcomes throughout our lives?

There are many self-help books for improving and transforming our lives. Yet we all know people who already have it together – who have mastered filling their lives with what matters most. You can master this as well! Personal (life) mastery goes beyond competence and skills. It means approaching one's individual life as a creative work – living life from a creative, positive and proactive viewpoint, as opposed to a reactive one. It is being able to work with the forces of change – not resisting them. This requires some personal work. It means thinking positive, and integrating into our personal/professional roles those daily, weekly, monthly, yearly *goals that are rooted in our (identified) core values*. Core values act as our anchor poles – essential to our lives having meaning and purpose for all of the many life roles we play.

So, from the life-manager-responsibility standpoint, have we actually taken the deeper personal-insight-time to honor and lift up our personal core values? And then decided how we want to have these core values show up in the various roles we play day-in and day-out? Have we scheduled into our calendar/planners, that which does *matter most*? Like the title of the popular self-help book, *I Will Not Die an Unlived Life* by Dawna Markova, we need to live fully! We can start today – at this juncture and date on the personal Page-a-Day calendar. It can start (simply) with accepting personal responsibility for the choice of words we use!

Immediately, we can begin to use *Conscious Creative Language* to effect positive outcomes in our lives! Conscious means to be fully aware; to be deliberate, intentional. Creative is proactivity in the making; to bring into being. We can take the initiative by using words that come out of our mouths to actually act in advance – rather than simply react to circumstances and events. By consciously choosing the words we say, we can further empower ourselves. Here are some examples:

- Eliminate *indifference*. The next time you're asked what or where you want to do or go, be definitive. Never say "I don't know; it doesn't matter". It does matter. With indiffer-

ence in your language, you give your power away. Instead, be empowering...choose!

- Eliminate *problem* from your vocabulary. Replace it with *challenge*. As soon as you do that, the negativity associated with the problem is replaced with a positive array of ways and means to rise to the challenge. (It is human nature!).

- No more *buts*. *But* is a word of cancellation. It negates everything that was said before it. "I love your new office... but where are the windows?" If you have to use *but*, don't even bother to say anything. *But* translates into the negative.

- Eliminate the word *want*. Instead, use the word *choose*. When you use the word *want*, you essentially keep yourself in a state of wanting. (I want a better job; I want a better relationship; I want to lose weight. *Want* translates to a continual state of wanting!). Instead, *choose*. (I choose to have a better job; I choose to have a better relationship; I choose to be thinner.) Once you deliberately *choose*, your awareness will begin to notice and beckon all the things that are necessary for you to move forward. You begin to deliberately create the future consistent with your choice. Once you've chosen, your future vision kicks in – it is like looking through a pair of binoculars; if the lens cover is on, you cannot see anything. You are rambling. With a clear view, however, and your "choice" in focus, you now have a target for positively moving toward.

- Deliberately and consciously build these words into your language: *I choose. I can. I am. I will. I have. I love. I create. I will enjoy*. These are positive, forward moving words. Next, give yourself permission to do the very thing your words endorse; that is, *to choose, to do, to be, to have, to create, to love, to enjoy*. The more you use these positive words (and conversely don't use their negative opposites), the more you'll find that your proactive words will positively lift you up and move you forward.

- Work at consciously and deliberately developing this positive practice. Remember, YOU are the manager of your life and solely responsible for how it plays out – so use this creative language process to positively influence your life outcomes. **As ye think, so shall ye be.**

Claire Knowles is a retired human resources and labor relations manager, certified in coaching and mediation. She is a partner in Richard N. Knowles & Associates, Inc. Her coaching/consulting focus can be viewed at www.lightsonworkshop.com. Lights On! is created especially for women: Presentations, Consulting, Coaching, Retreats, and Facilitations.

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