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Our Prayers Go To...

Our endowment winner & friend, Kathy Zito, who has been diagnosed with a recurrence of cancer.

We wish to support her in whatever way we can during this time. Her bright smile and optimistic heart are so looked forward to at each meeting - we hope that she is feeling well soon.

She has the heart of an entrepreneur and soul filled with kindness for others; she has touched many lives on the journey of creating her business.

Network MV

The Mohawk Valley Business Women's Network Monthly Newsletter



Hello Ladies,

I hope you are all enjoying the summer months. I love the warm days...but not the warm nights. Today is a beautiful summer day. I just wish I were outside to enjoy it.

I've talked to a few people who feel disconnected without Network contacts during the summer. Why not use this time to visit another member's business to find out more about them... investigate possible joint sales opportunities... write an article about your business and post it at Veronika's blog, WEBlogMV.com so other's can find out about you. The possibilities are endless. Can't find the time? How about using the time you would normally spend at a meeting... just 2-3 hours and you can spread it out however fits your schedule. Networking doesn't stop just because we stop meeting for a couple of summer months.

Some of you may not be aware of two pieces of news that I must impart. First, let our thoughts and prayers be with

Kathy Zito as she fights a recurrence of cancer. We are all thinking about you Kathy! Second, we unfortunately have to say goodbye to our Membership Chair, Andrea Empie, as she and her family are moving to Pennsylvania at the end of the month. Andrea, we wish you well and hope that you find a network of women business owners in your new locale.

Veronika Freeman has volunteered to step in as Membership Chair for 2008-2009. If you are interested in assisting Veronika, please contact her or me for more information.

Look for my separate e-mail detailing the Cayuga Lake Winery Tour on Saturday, October 18th. Reservation & payment information will be included in the e-mail.

Enjoy the rest of the summer ladies. I look forward to reminiscing with Joanne & the other MVBWN alumni in September.

Julie Steele, President

It's 2008 - Do you have an idea for a new logo and a slogan?

The Network logo has been around a long time and we think it's time for a change! And, as far as we know we've never had a "tagline" or "slogan"...

After 25 years it's time to freshen our look and get a logo that reflects who we are and what the network is about. And creating a powerful tagline would also help us brand ourselves - you'd have a one line catch phrase to say when you're asked, "What is the Network?"

We'd like to invite our members to get creative and join in on a logo/slogan contest. The entries will be presented to the board who will select three finalists to be voted on by the membership at the October meeting - in time to make it on the 2008-09 directory cover!

Please refer all questions to Julie Steele via email - she will review & respond.

Details:

- Logo must be presented as a computer file, (preferably a vector graphic), acceptable formats include tif, jpg, eps, gif, png - at least 300 dpi.
- If logo was not **completely designed from scratch** it must use graphics that are not copyrighted - proof of ownership of graphic content will be required. Don't invite a lawsuit!
- Logo must be easily / clearly read down to 3/4 inch in height (width at that size should be less than 3 inches.)
- Slogan must be original, inviting, and preferably not more than 12 words long.
- All entries are due by October 6, they will be reviewed on the 8th by the board and voted on Oct 15 at the dinner meeting, at which time the winner will sign over copyrights of logo to Network.



*Executive Board
(9/08 - 6/09)*

PRESIDENT

Julie Steele
Gustafson and Co.
697-2345

PRESIDENT ELECT

Michele Colicci
Michele's Waxing Essentials
723-1569

TREASURER

Amy Lawlor
A&M Financial Services
725-2146

RECORDING SECRETARY

Collette Aurand
Black River Bookkeeping,
LLC
831-2721

CORRESPONDING SECRETARY

Teddy Allen
Sound Investment DJ,
Karaoke & Sound Services
826-3904

IMMEDIATE PAST PRESIDENT

Laurie Dowell
The Buffer Zone Nail Salon
724-2769

MEMBER AT LARGE

Barbara Dougherty
O'Hair Unisex Salon
737-1244

MEMBER AT LARGE

Wende Maliani
MeMe's Formals
797-6363

MEMBER AT LARGE

Leigh Power Sherry
Heidelberg Catering Services
732-6215

*Get ready to celebrate our past with the inspiration for
MVBWN - Joanne Rettke - at our September meeting!*

Many of you may recall Dr. Joanne Rettke, Dean of Continuing Education at MVCC, and the important role she had in the 1981 formation of the MV Business Women's Network. Following the success of the continuing education evening course "Women in Small Business", the participant's feedback indicated they wanted to keep the "networking help" going! Thus the decision to create the MVBWN and many class participants became the Charter Members. The Network continued to receive support and services through Joanne and her staff in the Community Services Department of MVCC and Joanne eventually became a member!

Joanne is visiting us this fall and will be part of the program at this special September meeting. She and Eileen Kent will be reminiscing and sharing stories, memories and chuckles with the help of many current & former members in the audience. It will be a fun reunion and celebration of the Network and "women helping women". It will also be a chance for us to say "thank you" to Joanne for all she did for women in the Mohawk Valley.

We will have more details of what Joanne has been up to in our next newsletter; but mark your calendars now - it's a meeting you won't want to miss!

Watch out for Search Engine Scams! Know the facts...

... written by Veronika Freeman

Tricia Collins-Hysell passed me along an email recently about companies that are calling numerous Shaklee reps showing them how to get their sites in high positions in Google and other search engines. It was a very smooth phone presentation - which ended with them asking for a check FedEx'd to them so they could make it happen nearly immediately.

Shaklee business owners are not the only entrepreneurs being targeted - I have had several clients tell me they have received e-mails telling them how "XYZ Company" can get them great positioning in all the major search engines.

I can't share the emails/calls with you - as I wouldn't want to be sued by the offending companies for libel (even if it is true they can sue!) but I would like to share some pointers - things to look out for when you are solicited by a SEO (Search Engine Optimization) company.

#1 - Being #1 costs money - the companies that are #1 in a search probably spent a lot of money to get there - are you competing against them? Do you have their budgets?

Where is your target market and what are they worth? Do not blow your whole budget on reaching people who aren't your customers.

#2 - Anybody can type in a group of words and make you #1 - if they know the words to type i.e. if you type in "Veronika Freeman" every entry on the page is about me - however, if you type in "stress free design" only two of the ten links are about dot-calm. Watch out for smoke and mirror salesmen!

#3 - It doesn't happen overnight - search engines ("spiders") need to "crawl" the web and record info from new pages - you don't need to know the techie stuff - but you do need to understand it can take two weeks to two months for a search engine to find your site, depending on when they update.

#4 - Get it in writing - do not conduct business over the phone with someone you don't know, you have no record of their promises and nothing to refer back to; paperwork = accountability.

#5 - There may be less costly or better options - ever wonder why blogs, message boards and forums come up at the top of the list so often? Frequent updates to those sites (especially the home page) show search engines that it's a real & active site, which is what SE's like! So, consider regular updates, perhaps starting a blog to support your site, and promoting your site by posting on others' blogs - all those things may cost less than SEO packages.

There are companies that can greatly benefit from Search Engine Optimization. Define your goals for the process, know who you're working with and what you're paying for, and you can get a better ranking without getting ripped off.

*IRS e-News for Small Businesses: A Time Saver for Small Businesses
& the Self-Employed ... submitted by Donna Rebisz*

Keeping up with federal tax requirements is not always easy in today's fast-changing business environment. Even if small businesses and the self-employed use a tax professional's services, they still need to know and understand their tax responsibilities.

That's why the IRS is working to provide businesspeople with timely information to help them understand and meet their tax obligations.

IRS e-News for Small Businesses offers small businesses and the self-employed a real time-saver. e-News is a bi-weekly newsletter that alerts them to what's new, hot and important for small business owners to know. It's quick to read, easy to subscribe – and it's free.

e-News for Small Businesses is the IRS's e-newsletter for businesses with specialized content consisting of:

- Important upcoming tax dates for small businesses
- What's new for small businesses on IRS.gov
- Reminders & tips to assist small businesses with tax compliance
- IRS news releases and special IRS announcements
- Direct links to a variety of Web sites and resources
- Availability of IRS products, services & training opportunities

Additional IRS e-newsletters include:

- IRS Tax Tips – tax information via e-mail daily during the tax-filing season & periodically the rest of the year
- Retirement News for Employers – information about current developments and upcoming events within the retirement plan arena; issued periodically during the year.

Subscribe to e-News for Small Businesses on IRS.gov at <http://www.irs.gov/businesses/small/article/0,,id=154825,00.html> or other IRS e-newsletters at <http://www.irs.gov/newsroom/content/0,,id=103381,00.html>, click on the newsletter title, click on "Subscribe Now" and enter your e-mail address.



*2008 Albany Matchmaker
Small Business Procurement Event ... submitted by Sharon St. John*

September 5, 2008, 8:30a-12:30p

The Desmond Hotel & Conference Center, Colonie, New York

Call today to register your small business!

Contact Amy Amoroso at the SBDC, U of Albany, 518-485-7647 or amoroso@uamail.albany.edu 2008 Albany Matchmaker & Expo will provide small businesses with a forum to meet face-to-face with purchasing representatives from federal, state and local agencies along with some of the nation's largest corporations to discuss potential contracting opportunities. \$25 registration fee for small businesses includes continental breakfast & free training workshops on procurement & marketing. Meet with representatives from the Rochester & Watertown Procurement Technical Assistance Centers.

Penguins on Parade in Boonville!

Tours By Design took part in the Oneida County - Boonville Fair Parade on July 21. Carol Buczek and crew passed out more than 30 pounds of candy to spectators throughout the village of Boonville.

There was a great turnout for the annual parade and the weather held with no rainfall until much later in the night!

Tours By Design representatives also handed out business cards and notepads to folks along the route who asked about the company. It was great publicity for the



business and Carol saw many of her customers & friends along the parade route.

Many spectators wanted the penguin visors worn by the participants!



Committee Chairs

DINNER CHAIR

Olga Grandinette
Remax Reality Results
724-7069

DIRECTORY CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506

ENDOWMENT COMMITTEE CHAIR

Sharon St. John
MV Small Business
Development Center
792-7547

FUNDRAISING TEAM LEADER

Michele Colicci
Michele's Waxing Essentials
723-1569

HISTORIAN

Open Position

MEMBERSHIP CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506

NEWSLETTER CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506

PHOTOGRAPHER

Tricia Collins-Hysell
Wellness Concepts
894-8027

PROGRAMMING CHAIR

Donna Rebisz
WBC of NY / lia sophia
733-9848

WEBSITE CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506



New Members - Did you know...?

We give a \$25 Guest Speaker Coupon that is redeemable at any MVBWN business; the Network will reimburse you when it's redeemed. This is the Network's way of showing our appreciation to our presenters.



Don't forget...

You can bring items to sell/display to each meeting (there are designated tables for items) - and anyone can donate an item for the "Split the Pot" drawing! Both good ways for people to get to know you and your business.



We're the Business Women's Group with ALL the Perks!

As a new member of the network, you are entitled to a name tag, membership certificate, and you'll have your business information printed into our annual directory as well as on our website.

Check your business listing at
WWW.MVBWN.ORG
It's YOUR website!

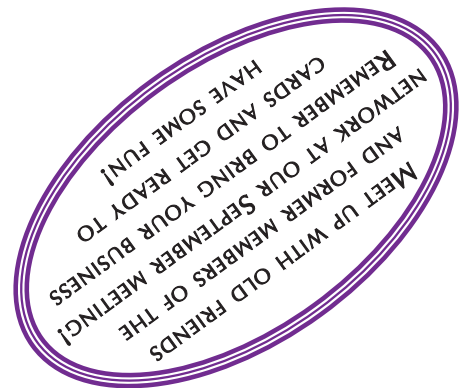
You will also be able to apply for our annual endowment fund.

If you need a new, magnetic name tag, please contact our membership chair, Veronika Freeman, at 794-3506.

Did you know being a member of MVBWN makes you a MV Chamber Member too? You can attend all chamber events at member price!



We're the network for women-owned businesses in the Mohawk Valley!



WWW.MVBWN.ORG

PO BOX 512
NEW HARTFORD, NY 13413

