

# The Networker

Women Supporting Women In Business

1994-2008

May 2008

## May 2008 Monthly Meeting Info



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**TOPIC:** Green Cleaning Products

**SPEAKERS:** Sara Wells, Naturally Cleaner &  
Barb Kalicki, Young Living Essential Oils

**DATE/ TIME:** Wednesday, May 28, 2008 at 9:00 am

**LOCATION:** CCE Cayuga Education Center  
248 Grant Avenue, Auburn, NY 13021

**RSVP:** Call Jeannie at (315) 255-1183 or  
Email Christina at cjs268@cornell.edu

Today's modern office, home and workplace is loaded with cleaning products that are designed to make domestic cleaning easier. However, some of these products could contain toxic chemicals and pollutants.

**Sara Wells**, owner and operator of Naturally Cleaner, a home-based business in Aurora, NY will speak about her business and products. Naturally Cleaner makes a line of natural cleaning products that are safe, effective and non-toxic. Made with proven natural ingredients, the products contain no ammonia, no chlorine, no alcohol, no petroleum, no SLS, and no phosphates. Find out more about why Naturally Cleaner is "Greener & Cleaner!" at [www.naturally-cleaner.com](http://www.naturally-cleaner.com). **Barb Kalicki**, a Young Living Essential Oils representative, will also speak to the group about toxic molds and what you can do to remove it from your home. **Members FREE/ non-members \$3.00, all are welcome!**

## June 2008 Monthly Meeting Info



**TOPIC:** Five Money Secrets for Smart Women

**SPEAKER:** Stacy Wilder, Regional Manager of  
Primerica Financial Services

**DATE/ TIME:** Wednesday, June 25, 2008 at Noon

**LOCATION:** CCE Cayuga Education Center  
248 Grant Avenue, Auburn, NY 13021

**RSVP:** Call Jeannie at (315) 255-1183 or  
Email Christina at cjs268@cornell.edu

Whether you are a business owner or manager, every woman needs to understand finances and investing. How familiar are you with the rule of 72? Do you know the 3 D's of successful investing or how your insurance policy really works?

Stacy Wilder, Regional Manager with Primerica Financial Services, will present on these and other important money concepts at the June 25th WBN monthly meeting. Bring a brown bag lunch and plenty of paper to take notes as she reveals these financial tips to today's business women. Stacy and her team are helping families across Cayuga County and central New York to develop financial game plans to eliminate debt and save for retirement. She is actively expanding her business in the greater Auburn area. Primerica is a subsidiary of Citigroup (NYSE:C) For more information visit [www.primerica.com](http://www.primerica.com).



**Women In Business Network is sponsored by:**

Cornell Cooperative Extension of Cayuga County

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Web: [www.cce.cornell.edu/cayuga](http://www.cce.cornell.edu/cayuga)

Re-cap Meeting - Wednesday, March 26, 2008

## “Celebrating National Women’s History Month”

The Women in Business Network celebrated National Women’s History Month at the Schweinfurth Memorial Arts Center. Donna Lamb, Executive Director of the Art Center, provided a wonderful overview of the Art Center’s history, current exhibits and future ambitions for utilizing both the 2nd floor and basement levels for additional programming or gallery space.

The focus of Donna’s presentation was the museum’s annual quilting show and conference “Quilting by the Lake”. The Schweinfurth Memorial Art Center has had a long history of supporting the textile and quilting industries. This will be the 27th year for the annual quilt show. The theme for this year’s show is Quilts=Arts=Quilts and will take place from November 2 to January 4, 2009. Generally 5,000 to 6,000 quilters from around North America participate in the event.

“Quilting By the Lake” is a two-week quilting conference offering more than 30 classes and workshops located on the campus of SUNY Morrisville, in Morrisville NY. Over 200 people attend each year. This conference serves as a revenue stream for the Schweinfurth Memorial Art Center. For more information about the Schweinfurth or “Quilting By the Lake” conference, visit [www.quiltingbythelake.com](http://www.quiltingbythelake.com) and [www.schweinfurthartcenter.org](http://www.schweinfurthartcenter.org).



Re-cap Meeting - Wednesday, April 23, 2008

## “Cedar Craft Wild Bird Center”

Larry Jones and his wife Judy Wright started making bird feeders out of white cedar from their garage for family and friends in 1999. They attended Tomato Fest and sold every bird feeder they had. The secret to Larry’s success was the “squirrel proof feeder”. Larry had enough interest in his hand-crafted, locally made bird feeds that he opened Cedar Craft Wild Bird Center in 2001. The business has grown exponentially over the years as homeowners and the media have become more aware of the importance of providing habitat for urban and rural birds.

Although Larry no longer makes the bird feeders himself, he is always conscience of buying locally made products. All of the bird feeders and houses are constructed out of cedar and made in the USA. He also purchases bird cards and suet cakes from local manufactures in Trumansburg and Interlaken, NY. As for those pesky squirrels, Larry had a number of recommendations:

- ◆ Hang bird feeders away from trees or locations where squirrels can easily climb or jump to
- ◆ Baffles and other squirrel deterrents do work
- ◆ Provide alternative toys or food for squirrels to distract them from your bird feeders

For more information about Cedar Craft and their products call (315) 255-3643 or visit [www.cedarcraft.net](http://www.cedarcraft.net)



Our Members Are Changing the Face of Our Local Economy

## WELCOME NEW MEMBERS

(Update your WBN Directory and visit [www.cce.cornell.edu/cayuga](http://www.cce.cornell.edu/cayuga) for current listings)

### Diane Reif

How I Wonder Events

### Mary Moore

Auburn Holiday Inn

### Lisa Wattam

Tranquil Massage

### Connie Tallcot

Auburn Business Improvement District

### Lisa Jo Greenfield

Arbonne

50 Members  
and Growing

### Lois Porten

Springside Inn

### Jennifer Aicher

Janney Montgomery Scott

### Devon Roblee

Roblee Photography

### Brenda Smith

Healthy Home Products

## ENTREPRENEURSHIP TRAINING CCE & CBS Financial Management Seminar Series

Topic: All About Annuities

Date: Tuesday, May 27, 2008 from 6pm to 8pm

Location: Custom Business Services Training Center,  
Grant Avenue Plaza, 360 Grant Ave., Auburn

This seminar will explore what annuities are, how they work and if they are right for you. Call (315) 255-1183 for more info.

Topic: Health Care During Your Retirement

Date: Tuesday, June 3, 2008 from 6pm to 8pm

Location: Custom Business Services Training Center,  
Grant Avenue Plaza, 360 Grant Ave., Auburn

This seminar will discuss the rising challenge of affording health care, available programs and options, and what you need to know before you retire. Call (315) 255-1183 for more info.

Topic: Succession Planning for Business Owners

Date: Tuesday, June 10, 2008 from 6pm to 8pm

Location: Custom Business Services Training Center,  
Grant Avenue Plaza, 360 Grant Ave., Auburn

Learn the fundamentals of succession planning to help families and small business owners assess their goals, economic and tax implications. Call (315) 255-1183 for more info.

## SAVE THE DATE

### WBN ANNUAL ANNIVERSARY CELEBRATION Wednesday, September 24, 2008

The Women in Business Network (WBN) organization, a program of Cornell Cooperative Extension of Cayuga County, is a professional membership organization that is dedicated to fostering women owned businesses and entrepreneurship as well as providing a monthly opportunity for women to meet, network and learn about their community.

Each September, WBN hosts an Anniversary event to celebrate the organization's achievements, recognize local women entrepreneurs and again provide an opportunity for local women professionals and business owners to network and learn about communities in the Finger Lakes region. This year, WBN will be celebrating its 14<sup>th</sup> Anniversary.

This year WBN will be holding a day-long Anniversary Celebration in Aurora, NY. We are pleased to announce that we have a spectacular program planned this year with fabulous key note speakers locally, nationally and internationally. The program provides a balanced blend of topics from humanitarian and entrepreneurship issues women face as professionals and business owners, but this year we are also focusing on our roles as mentors for our co-workers, families and community.

This year's Anniversary celebration's theme is **Women Who Rock The House**. In keeping with this electrifying theme, we have invited the following guest speakers to the Anniversary Celebration:

### Dr. Ellen Ensher

**Associate Professor and Research on Organizational Mentoring Relationships,  
Loyola Marymount University**

Co-author of *Power Mentoring: How Successful Mentors and Protégés Get the Most out of Their Relationships*, 2005.

### Koko Tanimoto-Kondo

**Survivor of Hiroshima Atomic-Bomb**

She is a renowned speaker on global peace and an advocate for UNICEF. She also speaks regularly at American University in Washington, DC.

**Mark your calendars now for this event!**





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Cooperative Extension  
Cayuga County

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Cornell Cooperative Extension provides equal program and employment opportunities.



## The Networker

### May's Women Owned Business Spotlight

Featuring: Donna Riviello of Gypsy Moon Designs

**How long have you been in business?** I started my business five years ago, but had the idea for about ten years prior to that.

**Describe your business:** I make handcrafted, beaded, gemstone jewelry, bridal jewelry, and custom made pieces working mostly with sterling silver, but I will use other mediums as well.

**What were the obstacles you encountered when starting your business?** First....I had trouble finding the financing and I really didn't need a lot at first. The second obstacle was after I started I found that many of the vendors at area craft shows were also jewelry. When the idea for the business first came to me...there were only a few jewelry vendors, so the challenge now is finding different ways to market my products.

**How can people purchase your products?** The best way for you to contact me is through my email at [drivi67@hotmail.com](mailto:drivi67@hotmail.com). Put Gypsy Moon Designs in the subject line and I will contact you. If you are looking for something different and unique I can do a custom piece specially made for you.

