

## PRESIDENT'S MESSAGE

**LOUD(ER) & PROUD(ER) – LET YOUR VOICE BE HEARD!**

*from Pat Hendrickson*

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**Thanksgiving** – a time for most to spend happily with family, friends and food. I know most of you had a wonderful holiday. Some of you simply said “thanks” for the gifts of life and comfort. In fact, it is good to give thanks for all the blessings that have been bestowed upon us but not forget that there are those within and outside of our ranks that have experienced sadness and life changes over the past few months and longer, not the least of which are the victims of **Domestic Violence**. Keep them in your thoughts and prayers.

We are fast approaching the season of **giving** – **Hanukah, Christmas and Kwanzaa**. Hanukah, the Jewish celebration of lights, represented by the menorah, is an eight day period of festivity and gift **giving**. Christmas, the Christian celebration of the birth of Jesus Christ, represented by the Nativity scene, is a one day celebration of this historical and faith-changing event, also festive and features gift **giving** as a reminder of the gifts of the Magi, or Three Kings, to the Christ child. The more secular aspects of the Christmas season include decorations, shopping and festivities both in anticipation and in celebration of the season. Kwanzaa is a more recently celebrated season in America. It originated in Africa and is a celebration of the harvest season – a “thanksgiving” of sorts, but a sharing and **giving** time.

While we celebrate and decorate and fulfill the dreams of our children, family and friends, please find it in your heart to **give** to others who are in need of happiness and cheerfulness, particularly at this time of year.

Children who live in poverty or are the victims of child abuse and/or Domestic Violence come to my mind. Many opportunities exist in your communities to **give** something of yourself and because we are women of New York State and proud of our affiliation and success, I know you will be richer for the experiences of **giving** to others. This has been my only reference to “receiving” something during this holiday season. If love of family and friends is your favorite gift this season, and your desire to make them happy is your goal, just think how you will beam for having made someone else, especially a child, a little happier. New York State Women, Inc. is a welcoming organization. Reach out to a veteran and invite her to your holiday gathering or meeting. Support a safe house with gifts for the victims of Domestic Violence. Demonstrate the power of Public Relations, Public Speaking and be Politically Involved (not politically correct.) Put your membership in NYSWI to greater purpose than yourself. Take pride in your advocacy of women who need our support and resources.

Our Winter Board & Member Meeting, March 2-4, 2012, at the Radisson Hotel, Corning, NY, will present more opportunities to fulfill our goals and reinforce the key elements of this year's theme. We will welcome another group of young women to our Youth Leadership Program, a program designed to provide high school students with knowledge and experiences that will expose them to opportunities and challenges that they may face in their future. Look for reservation forms in this coming issue of NIKE and

on our web site, [www.nyswomeninc.org](http://www.nyswomeninc.org). This meeting will feature workshops on legislative process and procedures, life planning for women of all ages, more on communication and public relations, and elements of membership building. We invite you to join us in fulfilling our vision and achieving our mission. The Strategic Planning Committee is working diligently on the next phase of proposed changes to our organization's structure and policies.

It's an old adage, but strength still lies in numbers. We are Proud and Powerful, no matter how few or how many. We welcome your knowledge and experience, your professionalism and ideas, your strengths and skills. With 90 years of history behind us and hundreds of years of history yet to be made, come and be part of an organization that will provide you with an opportunity to make a difference in a New York State Woman's life. Look for membership information on our website as well.

I encourage members to use the NYSWI Web Site to access documents and publications, update your member profiles and search for other members. It is an invaluable means of communication, along with the Communicator and NIKE. Please share information about our efforts with members and potential members. Remember: LOUD & PROUD!!

I have prepared a brief summary of the monthly Executive Committee Meeting held on October 25, 2011. My e-mail is [patron29@verizon.net](mailto:patron29@verizon.net).

*On behalf of the Executive Committee, we wish you and your families the happiest, healthiest and most humbling of holidays. Live, Love, Laugh and Give!!!*

**HAPPY HANNUKAH**

**MERRY CHRISTMAS**

**HAPPY KWANZAA**

**PUBLIC RELATIONS – PUBLIC SPEAKING – POLITICAL INVOLVEMENT**

**LOUD & PROUD - LET YOUR VOICE BE HEARD**



**FROM THE PRESIDENT ELECT**

**Sue Mager**

Happy Holidays to all & may your upcoming celebrations be merry and bright. With all the thoughts of the upcoming holidays, are you still thinking football? Fan or not, here's something that came across my desk in October that you need to read:

**Dr. Pepper Ten: 'No women allowed'**

By MAE ANDERSON, AP Retail Writer – 2 days ago

NEW YORK (AP) — Dudes don't drink diet. Or at least that's the idea behind Dr Pepper Ten, a 10-calorie soft drink Dr Pepper Snapple Group is rolling out on Monday with a macho ad campaign that proclaims "It's not for women." The soft drink was developed after the company's research found that men shy away from diet drinks that aren't perceived as "manly" enough.

To appeal to men, Dr Pepper made its Ten drink 180 degrees different than Diet Dr Pepper. It has calories and sugar unlike its diet counterpart. Instead of the dainty tan bubbles on the diet can, Ten will be wrapped in gunmetal grey packaging with silver bullets. And while Diet Dr Pepper's marketing is women-friendly, the ad campaign for Ten goes out of its way to eschew women.

For instance, there's a Dr Pepper Ten Facebook page for men only. And TV commercials are heavy on the machismo, including one spot that shows muscular men in the jungle battling snakes and bad guys and appear to shoot lasers at each other.

"Hey ladies. Enjoying the film? Of course not. Because this is our movie and this is our soda," a man says as he attempts to pour the soda into a glass during a bumpy ATV ride. "You can keep the romantic comedies and lady drinks. We're good."

Dr Pepper Ten is not the first diet soda aimed at men. (Think: Coke Zero and Pepsi Max.) But Dr Pepper Ten's ad campaign is the first to be so overt about courting men who want to drink a soda with fewer calories. The ads come at a time when overall sales in the \$74 billion soft drink industry are slowing as more Americans buy healthier options like juice and bottled water. Volume has fallen from slightly over 10 billion cases in 2005 to 9.4 billion cases in 2010, according to Beverage Digest data.

"Regular sugared soft drinks have declined in recent years, and some consumers have taste issues with some of the diet sodas," said John Sicher, editor and publisher of Beverage Digest.

Dr Pepper said men, in particular, are dissatisfied with the taste and image of diet drinks. The company wouldn't disclose the formula of Dr Pepper Ten, but said that the drink has 10 calories and 2 grams of sugar, which gives it a sweeter taste. Dr Pepper said there are 23 flavors in its regular soda, (which has 150 calories and 27 grams of sugar per can) and Dr Pepper Ten contains all of them.

The company, which declined to give figures for how much was spent on the campaign, also worked hard to craft a macho message. The company said ads for Dr Pepper Ten will air on all major networks, FX and ESPN during college football games.

A Facebook page for the drink contains an application that allows it to exclude women from viewing content, which includes games and videos aimed at being "manly." For instance, there's a shooting gallery where you shoot things like high heels and lipstick, for example. There is also a "man quiz" with questions on activities like fishing and hunting.

"One topic people never tire of talking or arguing about is differences between men and women, particularly if women are excluded," said Deborah Mitchell, executive director for the Center for Brand and Product Management at the University of Wisconsin School of Business. "That will always get someone's attention."

As for whether the ads will resonate with men remains to be seen. Paul McDonald, 25, who works in green energy contracts in Berkeley, Calif., says he drinks soda labeled "diet" and doesn't think there is any stigma attached.

"No one has ever made fun of me for drinking a Diet Coke, and I'm on a rugby team we make fun of each other for everything," he said.

And women? Jim Trebilcock, executive vice president of marketing for Dr Pepper, said he's not worried that they'll be offended by the campaign. The drink and marketing were tested in six different markets across the country before being rolled out nationally, and women weren't offended, he said. In fact, about 40 percent of people who have tried the soda so far are women.

"Women get the joke," he said. "'Is this really for men or really for women?' is a way to start the conversation that can spread and get people engaged in the product."

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Now you have a "taste" of this (pardon the pun) distasteful campaign. You can learn more in the December NIKE (which will be on your doorstep or mailbox very soon), and I plan to send a copy of the article to the Executive Vice President of the company. I will keep you posted on any response we receive. NYS Women Inc. is talking "Loud and Proud" on this.

Also, thank you to those who have patiently waited for an update of the Local Chapter Presidents/Treasurers section of the Leadership Directory. My woefully sick computer went to Cyber-heaven last week, but with the help of my my new computer I will get it on the web site this week.

**PS: Happy & Healthy Twenty Twelve!**

### **SUMMARY OF EXECUTIVE COMMITTEE MEETING – 10/25/2011**

Executive Committee members present: Pat Hendrickson, Sue Mager, Elissa Serfass, Amy Kellogg, Colleen Ostiguy. Absent: Laurie Livingston and Clare Sullivan.

Recording Secretary – Colleen Ostiguy

- Presented minutes of 9/19/11 Executive Committee Meeting
- Presented Minutes of Fall Board & Member Meeting
- Acknowledged the successful operations of new recording equipment at Fall Board
- Evaluation Report from 2011 Conference will be forthcoming; considering electronic surveys in future

President – Pat Hendrickson

- Update on Fall Board & Member Meeting
- Reported on visit to Radisson Hotel, Corning, NY – 10/3/11
- Discussion of site selection for 2012 Conference – Hampton Inn and Suites, Albany, NY

President-Elect – Sue Mager

- Reported on District connections
- Update on status of the Leadership Directory – will follow-up w/ D XI on officer status
- Reported on status of Fall District Meetings and assigned EC Reps.
- Reported on attendance at GLG Meeting – clarified that GLG is Endowment not Foundation \*(NBWW is a trademark of BPW and can no longer be used by NYSWI)
- Liaison to Public Policy Committee – Arranging for Resolution, Proclamations & Fact Sheet re:

NYSWBW and Domestic Violence

- Presented ideas for 2012-13 Fall & Winter Board locations and meeting formats

1<sup>st</sup> Vice President – Elisa Serfass

- 2011-2012 Goals & Objectives
- Status of Personal Development Committee
- Update on activities of Communications Committee and affiliated Sub-Committees
- Reported on status of pilot project for secure networking on Facebook
- EC encouraged to submit articles to NIKE; reported on status of creating a central repository for submission of articles for publications

2<sup>nd</sup> Vice President – Amy Kellogg

- Liaison to Membership Committee and By-laws Committee
- Reported on communications with above committees and Strategic Planning Committee
- President will coordinate with Amy for a Legislative Workshop at Winter Board
- Reported that all membership materials are now posted on website
- Facilitated booking of Hampton Inn, Albany, for 2011-2012 Conference
- Will set-up PayPal registration capabilities w/Laurie in time for Winter Board & Conference Registrations

Additional Items

- Next EC Meeting scheduled for November 29, 2011 @7:00 p.m

ADDENDUM: The next EC Meeting was re-scheduled for December 5, 2011 @ 7:00 p.m.

## COMMITTEE NEWS – LEGISLATION

Carolyn Frazier, Chair

Elections are over for this year and several women were re-elected or elected for the first time to a legislative position at all levels in New York State. The Legislative Committee would like to put together a list of these women. Please send by Feb. 1<sup>st</sup> to Joanne Olbrich, Legislation Committee Vice Chair at [job378@aol.com](mailto:job378@aol.com) the name and contact information for women in your area; looking for names from village/town council right up to President. (Well we are still hoping for a qualified female USA President in our lifetime!)

We are also looking for Legislation you as members are interested in promoting. Please let us know of your concerns. The Jessica Tush Act still remains a priority; please do what you can by lobbying your regions state legislators.

On an economical highlight, please read this New Times, Business Section article (Nov. 12):

*The residents of [Saranac Lake](#), a picturesque town in the Adirondacks, are a hardy lot — they have to be to withstand winter temperatures that can drop to 30 below zero. But since the local Ames department store went out of business in 2002 — a victim of its corporate parent's bankruptcy — residents have had to drive to Plattsburgh, 50 miles away, to buy basics like underwear or bed linens. And that was simply too much.*

*So when [Wal-Mart Stores](#) came knocking, some here welcomed it. Others felt that the company's plan to build a 120,000-square-foot supercenter would overwhelm their village, with its year-round population of 5,000, and put local merchants out of business.*

*It's a situation familiar to many communities these days. But rather than accept their fate, residents of Saranac Lake did something unusual: they decided to raise capital to open their own department store. Shares in the store, priced at \$100 each, were marketed to local residents as a way to "take control of our future and help our community," said Melinda Little, a Saranac Lake resident who has been involved in the effort from the start. "The idea was, this is an [investment](#) in the community as well as the store."*

*It took nearly five years — the [recession](#) added to the challenge — but the organizers reached their \$500,000 goal last spring. By then, some 600 people had chipped in an average of \$800 each. And so, on Oct. 29, as an early winter storm threatened the region, the [Saranac Lake Community Store](#) opened its doors to the public for the first time. By 9:30 in the morning, the store, in a former restaurant space on Main Street opposite the Hotel Saranac, was packed with shoppers, well-wishers and the curious.*

*The 4,000-square-foot space was not completely renovated — a home goods section will be ready for the grand opening on Nov. 19 — but shoppers seemed pleased with the mix of apparel, bedding and craft supplies for sale.*

*... Think of it as the retail equivalent of the [Green Bay Packers](#) — a department store owned by its customers that will not pick up and leave when a better opportunity comes along or a corporate parent takes on too much debt.*

*Community-owned stores are fairly common in Britain, and not unfamiliar in the American West, where remote towns with dwindling populations find it hard to attract or keep businesses. But such stores are almost unknown on the densely populated East Coast. The Saranac Lake Community Store is the first in New York State, its organizers say, and communities in states from Maine to Vermont are watching it closely.*

To read the remainder of the article, go to:

<http://www.nytimes.com/2011/11/13/business/a-town-in-new-york-creates-its-own-department-store.html?pagewanted=1&r=1&smid=fb-share>

## COMMITTEE UPDATES – MANUAL OF INSTRUCTION

Neale Steiniger & Carolyn Frazier, Chairs

Check out the new MOI Page on the website. You will find the latest Status List showing the sections that have been completed, those in progress and the sections still needing volunteer writers. The completed sections are available by clicking on the title. Please contact Carolyn or Neale if you would like to follow the developments for a particular section and write the final revision. Your help is needed!!!!

Neale at 718 816 0093 or [nsteiniger@si.rr.com](mailto:nsteiniger@si.rr.com)

## COMMITTEE NEWS – WOMEN’S HISTORY MONTH

Eudoxia “Dixie” Aniolek, Chair  
518-355-9770 [taniolec@nycap.rr.com](mailto:taniolec@nycap.rr.com)

Women’s History Month Recognition

WHM Special Committee Eudoxia “Dixie” Aniolek (4) WHM Chair - 518-355-9770

JoAnne Krolak (6) Vice Chair

Advisory/Consultants Viola “Vi” McKaig (3) Joan Young (3) Tara Kobrin (6) Janet “Jan” Garvey (3)

A joint congressional resolution designated March as Women’s History Month. New York State Women, Inc. adopted the Women’s History Month Award at the 1990 Board Meeting, in an effort to make our members and their communities more aware of the contributions women have made, and continue to make, throughout history.

Recognition will be given for Women’s History Month projects, programs and other activities that generate community awareness of the contributions women have made in the community, the state and the nation’s history. Local chapters are encouraged to take a comprehensive approach to participation in the celebration of Women’s History Month; however, an entry does not need to demonstrate that every possible means (for example, community projects AND media coverage/stories AND government proclamations, etc) have been employed to be considered for an award under this program.

All Local chapters are encouraged to use posters, essay contest, special speakers, displays, place mats, radio and TV, public service announcements, and any special events honoring any notable women in their communities, past or present. Local chapters are urged to record their events with photos, press releases and any notes taken on events and activities. These will be used to prepare their scrapbook for the Annual Women’s History Month Competition, with the winning scrapbook to be announced at State Conference.

Best Wishes for a Happy, and Healthy Holiday into the New Year - 2012  
From the New York State Women, Inc., WHM Special Committee

## MEMBER NEWS

### ***Condolences***

Our condolences to Member at Large and PSP Lois Bircher on the death of her brother, Ward Metcalfe.

If you would like to send Lois a personal card or note, her address is: 41 Heron Road, Clearwater, FL 33764

Our sympathies to Gloria Ciolli, on the death of her son Russell, who suffered a massive heart attack on Wednesday, Nov 23<sup>rd</sup>.

### **DID YOU KNOW - - -**

- your chapter’s events can be posted on the NYSW state website? Log on to the members only section; click on CALENDAR and “submit an event.”

If you are logging in to the members only section for the first time, click on MEMBERS LOGIN, enter your email and password nysw09 (you will be asked to customize it).



### CALENDAR 2011

December 21	Chanukah
December 25	Christmas
December 26	Kwanzaa



### CALENDAR 2012

January 15	Deadline to submit to NIKE
January 16	Martin Luther King Day
January 23	Chinese New Year – Year of the Dragon
February 20	President's Day
March 10	Daylight Saving Time begins
March 15	Deadline to submit to NIKE
April 7	Passover
April 8	Easter
April 17	Equal Pay Day
May 13	Mother's Day
May 19	Armed Forces Day
May 28	Memorial Day
June 14	Flag Day
June 17	Father's Day
July 4	Independence Day
July 15	Deadline to submit to NIKE

Please send information for the Communicator by the 20<sup>th</sup> of each month to [nsteiniger@si.rr.com](mailto:nsteiniger@si.rr.com)

**Chapter Presidents, please distribute  
the Communicator to members who do not have email.**

With thanks, Neale

#### **NYS Women Inc. Mission**

*To build powerful women  
personally, professionally, and politically*

#### **NYS Women Inc. Vision**

To make a difference  
in the lives of working women