



# The Network

*Dedicated to expediting the advancement of women to  
equal participation in business, industry and the professions*

## ACHIEVERS' AWARDS NOMINEES ANNOUNCED

*Achievers' Awards Dinner to be May 6, 2004*

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### PRESIDENT'S AWARD

**Jeanine L. Bondi**

Vice President  
RINGO, LLC

# Editor's Note

Every year my family spends Christmas Eve with a neighbor a few blocks away. Every year as we walk to our friends' home, my husband makes the same comment — "Didn't we do this a few weeks ago?"

Well, it does seem that way. The year flies by and here we are again. I love this time of the year. I take stock of the adventures of the year past and look forward to what new adventures are to come. Let's not forget that our adventures happen one day at a time and although time is fleeting, we must be sure to remind ourselves to make each day count.

May the spirit of giving that is the essence of this season continue through the year. Remember those less fortunate. And make every day count.

Happy Holidays and a Wonderful New Year to all.

*Arlene K. Haims, CLU, ChFC  
Haims Insurance Group*

## SCHOLARSHIP & AWARDS FUND CONTRIBUTION CARDS

The L.I. Center provides the opportunity to remember a loved one or celebrate an occasion in a special way by making a donation to our Scholarships & Awards Fund. Recent donations were made by:

Elyse Hoffman  
Dr. Ronald Hoffman, O.D.

*The Network*  
Deadline for the  
March - April 2004  
issue is  
January 16th.

Press releases, items of interest and articles (no more than 175 words) are welcome from all Center members and will appear as space permits. The L.I. Center reserves the right to edit all submissions.

Please submit your articles and information by e-mail if at all possible. Please address the mail to [longislandcenter@aol.com](mailto:longislandcenter@aol.com). Thank you for your consideration.

# SHOWCASING

The Center offers Showcasing spots at our monthly meetings. Members can showcase at no charge; reservations are required, however. The Center wishes to extend sincere thanks for recent meetings to Annette LoCascio, Wishes in Wicker; Sue Romard, Mary Kay; Eve Moriority, Botanicaire; Maureen Grippa, Prestige Purchasing; Michelle Maybaum, Maybaum & Maybaum; Janine Acosta, Internal Business Consulting; Karen Staff, KazLin Designs; Michael Masin, M2Group Corp.; Lynn Dennis, Christofle; Ellen Cleary, Bi-County Mailing; Linda Lisi Juergens, Nat'l Assoc. of Mothers' Centers; Alex Gallego, Ryan Beck Co.; Michael Mellody, AXA Distributors; Deborah Elms & Veronica Phillips, Imprinted Originals; Christine Sullivan, Windmill Photography; Jean McDonald, Northwestern Mutual Financial; Sheila White, Provista Group, Inc.; Carol Wickliffe Campbell, United Way of LI; Amy Pincus, The Illegal Baker.

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AD RATES: Business Card - \$45;  
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## President's Message



Newsday ran an article this month on the narrowing gender gap on college campuses. Deans and Directors of Enrollment from various Long Island colleges and universities noted the significant increase over the past ten years of female students enrolled in programs for science, the professions and business. It seems that the many outreach efforts to attract women to traditionally male-dominated fields are working — that young women are getting the message.

I truly believe that the Long Island Center for Business and Professional Women has been an important player in delivering that message. The Center's generous scholarships, awards ceremonies, networking events and mentoring programs have so clearly supported women in business that an example has been set. The Center's growing prominence within the business community at large demonstrates to young women who are considering their futures that there is an exciting and meaningful place for them in the business world.

What struck me about the article, in particular, was not only what role I believe the Center played in the trend of young women pursuing business oriented careers — it was also what that trend indicates for the future of the Long Island Center. As more and more women matriculate from college with business interests, they will need us more than ever. As we at the Center look forward, our mission to expedite the advancement of women in business, industry and the professions has never been more poignant.

*Carolyn*

The Center Office would like to thank Noor Baqueri, owner of Sir Speedy, Plainview, for her very generous donation of a Brother Intellifax 2800 laser fax machine, a cutting-edge machine that does everything, except write our cover sheets for us! Noor's donation has contributed greatly to the ever-increasing efficiency of our office. Thank you, Noor!

We would like to extend a very warm welcome to our new, professional photographer, Christine Sullivan of Windmill Photography, Huntington. Christine has already attended two Long Island Center events and has provided us with beautiful, professional-grade photographs of our event attendees and honorees. You will see her work in The Network and on our presentation board at every LIC Networking Dinner. Look for her and say "hello!"

## Member News

Congratulations to **MINDY ALPERT**, past president of the LI Center, who has just made her calendar debut as the featured contributor for January in the "2004 'So You Wanna Be . . . Empowering Women's Dreams'" calendar. This inspiring calendar reflects the little-girl and present dreams and accomplishments of some of Long Island's most powerful women. For purchasing information, please call the Center at 631/673-0209 . . . In December, the L.I. Ninety-Nines and other local flying clubs celebrated the 100th anniversary of flight when **MARY SCOTT**, Owner, Make Believe TV, had the debut of her film at the Cradle of Aviation Museum . . . TV, Anibal Torres, 91, father of member **NANCY STERNBERGH**, PNJ Promotions, was honored by the Veterans Emergency Transportation at their Annual Veterans Day Dinner Dance. This was the first time that Mr. Torres wore his Purple Heart awarded to him in 1945 for being wounded in World War II . . . **MINDY FERRENTINO WOLFLE**, L.I. Regional Marketing Manager at Nixon Peabody, has been named Outstanding In-House Marketing Dept. Executive by the L.I. Advertising Club and L.I. Business News at the 2nd Annual Marketing Executives Awards Dinner in November. Mindy was also selected to judge the "First Annual Business Leadership Competition" of the Young Professionals Chamber of Commerce in December

### 2003-2004 LI Center Meeting Dates

Please note that most monthly dinner meetings have been changed to **TUESDAYS!**

Tuesday, January 20, 2004  
Tuesday, February 17, 2004  
Tuesday, March 16, 2004  
Tuesday, April 20, 2004  
THURSDAY, May 6, 2004:  
Achievers' Awards Dinner  
Tuesday, June 15, 2004

*The L.I. Center for Business & Professional Women  
is a founding member of the L.I. Women's Agenda (LIWA)*

## Welcome!

*The Long Island Center  
is pleased to recognize our newest members*

**Carlin, Gail**, Director of Public Relations,  
South Nassau Communities Hospital.  
516-632-4414

**D'Nodal, Dr. Shelia**, AVP,  
Practice Management, South Nassau's  
Women's Center. 516-409-8200

**Garrett, Orly**, Financial Service Associate,  
Prudential Financial. 631-753-8800 or  
718-490-2279

**Gherardi, Jennifer**, Financial Advisor,  
Prudential Financial. 631-753-8800,  
ext. 7285

**Gluck, Shelly**, Seniors Real Estate Specialist  
CSW, LSA, SARES, Coach Realtors  
Associates. 631-360-1900 ext. 206

**Gros-Daillon, Fritz Mazzola**, President,  
Transitions USA. 631-421-3781

**Gubing, Susan**, Coordinator, School/  
Industry Partnership, Cooperative Work  
Experience, Smithtown High School.  
631-382-2977

**Holland, Amy J.**, Vice President,  
SCS Insurance Group. 516-466-6007

**Jerkens, Joan**, Business Manager, Jerkens  
Thoroughbred Racing Connections, Inc.  
631-271-8117

**Kamerling, Yvonne**, President, Total Life  
Coaching. 631-864-4165

**Kaplan, Mindy**, Managing Director,  
Kaplan Solutions. 516-429-8591

**LaRosa, Patricia**, Partner/Owner,  
Argo Financial Group. 631-756-1703,  
ext. 107

**Laub, Barry**, President, Infinite Resources,  
Inc.. 516-677-6259

**Laurence, Karen**, Senior Loan Officer,  
Homestar Mortgage Services.  
631-385-0723

**Locapo, Gina**, President, Fast Track  
Organizing & Design. 631-348-1112

**Mackenzie, Maureen**, Professor of  
Management, Dowling College.  
631-244-3045

**Mooney, Yvette**, Senior VP, Patient Care  
Services, South Nassau Communities  
Hospital. 516-632-3910

**Moran, Dominique**, Littler Mendelson.  
212-583-2677

**Moskowitz, Eileen S.**, Agent, John  
Hancock/NY Margolies Agency.  
516-328-7600

**Nahas, Donna**, Sr. External Affairs  
Associate, South Nassau Communities  
Hospital. 516-632-3919

**Nikolovienis, Matia**, Attorney/Associate,  
Lawrence & Walsh, PC. 516-538-2400

**Ragus, Ruth**, VP, Performance Improvement,  
South Nassau Communities Hospital.  
516-632-3890

**Regnante, Theresa**, Director of  
Development, EAC, Inc. 516-539-0150

**Romard, Susan**, Independent Beauty  
Consultant, Mary Kay. 631-395-4089

**Sanfilippo, Angela Linda**, Senior Manager,  
Human Resources, Symbol  
Technologies, Inc.. 631-738-5343

**Spalding, Kay**, Director of Marketing, South  
Nassau Communities Hospital.  
516-632-3989

**Steiner, Diane**. 516-496-9335

**Still, Gail**, Director of Physician Services,  
South Nassau Communities Hospital.  
516-632-3439

**Taylor, Cat**, Administrative Director, South  
Nassau's Cancer Center. 516-632-3311

**Zadrozny, Kathy**, President, Mae Browne's  
Restaurant. 334-8300

## Corporate Member Spotlight

*The Long Island Center  
appreciates the support  
of our Corporate Members*

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## *Thank You, Sponsors*

The Long Island Center extends its heartfelt gratitude to Nationwide Best of America for becoming our January 2004 Networking Dinner Sponsor, and to MetLife for becoming our February 2004 Networking Dinner Sponsor.

We welcome you to the Center and hope that you will continue to enjoy our events.

# October 21st Dinner Meeting

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*October's Mentor  
Roberta Kuehl*



*Speaker Ceil Cleveland*



*Networking at the meeting*



# November 18th Dinner Meeting

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*November's Mentor  
Eileen Eichler*



*Donna Anselmo*



*Comediennes (l to r):  
Jessica Kirson, Bernadette Pauley & Cara Amore*

### L.I. Center's "Mentoring Moment"

The Long Island Center's "Mentoring Moment" program highlights high-profile leaders who present a short insight into their profession and/or how they attained their positions.

Thank you to Roberta Kuehl, Managing Director, Grubb & Ellis, our October Mentor, and to Eileen Eichler, Dean of the School of Business, Farmingdale State University, who was our Mentor in November.

**Abby Graphics LLC**, Manhasset,  
is the sponsor of the Mentoring Moment program

## December 8th Dinner Meeting

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*Carolyn Mazzenga (center) with speaker Janet Hanson and Jeff Hanson*



*Sponsor Michael Melody of  
AXA Distributors*



*Gail Polivy (left) networking with Jill Bergman*



# 2003 Diamond Awards - December 2, 2003

## 2003 Diamond Awards Honor Women of Excellence

By Elyse Hoffman

On December 2, 2003, LISTnet and The Long Island Center honored four of Long Island's most prominent women in the fields of technology, engineering and science. This impressive event, attended by almost 200 well-wishers, was held at the Long Island Technology & Business Center in Great River.

Collaboration between The Center and LISTnet was spearheaded three years ago by co-founders Jeanine Bondi, of the LIC, and Peter Goldsmith, President of LISTnet. The mission of this co-venture was ... to increase awareness and to support educational and career opportunities for women in technology and related fields on Long Island.

Diamond Awards were bestowed upon Honorees Una O'Neill, Senior VP & General Manager of Technology Services for Computer Associates; Yunji Corcoran, VP of RSM Sensitron; Dr. Gail Habicht, VP for Research of SUNY Stony Brook; and Keshia Richmond, President of Richmond Technology Solutions. Each of these very accomplished women was given the opportunity to speak to the audience and each inspired us with their story of their rise to their present positions.

In addition, scholarships were awarded to four deserving female students who, even at a young age, have demonstrated a commitment to engineering, technology or science. We know that this year's recipients- Josephine Passantino, Dowling College; Kathleen Galletta, Dowling College; Fatma Zeynep Altinbas, Stony Brook University; and Angela Kokkosis, Stony Brook University- will become the highly-accomplished women of the future that we look to when choosing future Honorees.

Once again we want to thank our sponsors who include Symbol, Computer Associates, Suffolk County National Bank, CISCO and Edge Electronics for supporting this venture and for helping to make it such a prestigious and meaningful event.

Congratulations to our Honorees and Scholarship Winners!



**SCHOLARSHIP WINNERS AND FOUNDING PRESIDENTS**  
Joanne Passantino, Kathleen Galetta, Founding Presidents Peter Goldsmith & Jeanine Bondi, Angela Kokkosis and Zeynep Altinbas



Jeanine Bondi, VP RINGO LLC; Una O'Neill, Sr. VP, Computer Associates; Keshia Richmond, President & CEO, Richmond Technology Solutions; Yunji Corcoran, VP & Gen. Mgr., Sensitron Semiconductor; Peter Goldsmith, President, LISTnet



One of the panels: Claire Cunniffe, Computer Associates; Carol DeMayo, Symbol Technologies; and Harriet Levine, Stuart Levine & Associates



Diamond Award Winner  
Dr. Gail Habicht, VP for Research, Stony Brook University

# NETWORKING!

## New Member Networking Breakfast

By Sue Fredericks, On Purpose

Our New Member Networking Breakfast turned out to be a great success! We enjoyed a warm, interactive morning together! The following includes tips and suggestions for great networking success:

1. Always approach people with a huge smile and positive comments to begin the conversation – everyone wants to talk to a winner!
2. Be prepared to share your professional introduction in a clear, concise, direct way. Practice describing your organization and the role you play by presenting it to a few close, trustworthy colleagues that will give you feedback and suggestions.
3. Ask questions and really listen to the responses you hear. Everyone wants to be heard and respected.



4. Always follow up on your promises and commitments – if you say you will send information about your company, do exactly that – within a short window of time.

5. Remember – you only have one chance to make a first impression – make it count!



New Member Breakfast Chairperson  
Lynn Tasker, State Farm Insurance



### NEW MEMBER BREAKFAST SPONSORS

(l to r): Sponsors Lynn Tasker, State Farm Insurance; Yvonne Sydnor, YS Productions; Alex Gallego, Ryan Beck Company; Gail-Mary Damelio and Donna Soriente, Lloyd Staffing; Ellen Cleary, Bi-County Mailing; Noor Baqueri, Sir Speedy Printing; Sue Sussman, Abby Graphics. LLC; Sue Fredericks, On Purpose; with LI Center President Carolyn Mazzenga



Membership Chair Gail Polivy (left) with  
LI Center President Carolyn Mazzenga



The Breakfast's "Bingo Winners"



## Long Island Center Welcomes NAFE Member

by Gail R. Griffen—Chair, NAFE Integration Committee

For over a year, the Long Island Center has been an independent affiliate network of NAFE (National Association for Female Executives), the largest women's professional association in the country with a membership base of 125,000 women. Last spring, the Center invited Long Island NAFE members to experience the benefits of joining the Center, and recently *The Network* spoke with Judy Rosenblum, PH.D., and Management Consultant—our very first NAFE member who joined the Center!

### *The Network: How long have you been a member of NAFE?*

Judy: I've been a NAFE member for several years. I joined for networking purposes but all the meetings were in the city. I was searching for a women's organization more convenient geographically to my business here on Long Island—then I received an invitation from the Long Island Center to attend a dinner meeting.

### *What were your impressions of that first dinner meeting?*

My first meeting was in June, and I honestly didn't expect such a quality turnout. I was impressed with the set-up—the opportunity to network first, browse the showcase tables, and then have a wonderful dinner and get to know even more people.

### *What is your business field or profession?*

I'm a psychologist. At the beginning of my career, I saw private patients and worked with hospitals and agencies. For a while I worked for the New York City Police Department tending to their various psychological needs. I've always been interested in enhancing the skills people already have, and that's what led to my current practice—working with companies and business people for the past seven years and helping them to achieve higher productivity and personal satisfaction.

### *What made you decide to join the Center?*

The number one reason was for networking purposes, which has already been beneficial. I've connected with people and had the opportunity to submit proposals for my services.

### *What will you do to maximize the benefits of Center membership?*

I'll definitely join several committees, attend the monthly meetings, and just keep in touch with the people I meet. Also, being a Center member has made me aware of other events—I wouldn't have attended the excellent Women's Symposium if it hadn't been recommended by the Center.

### *What message do you have for other NAFE members here on Long Island?*

You definitely should join the Center. It offers many opportunities right here on Long Island, everyone you meet is helpful and friendly, and you will make business connections at the same time you are learning and having fun.

## Long Island Center Committees

Achievers' Awards: Co-Chairs Sue Fredericks, 516/997-7507 & Debra Monahan, 516/255-3750

Community Outreach: Co-Chairs Gail-Mary Damelio, 516/466-6670 ext. 235 & Donna Soriente, 631/777-7600 ext. 715.

Employment: Pam Carillo, Chair. 516/812-1447.

Golf: Co-Chairs Debra Timms, 631/582-1600 ext. 211 & Jill Meadow, 516/498-9007.

Health: Rosemary Schwartz, Chair. 516/222-6060 Ext. 274.

Membership: Co-Chairs Gail Polivy, 516/741-7979 Ext. 204 & Lhea Scotto, 516/579-8441

Mentoring Moment: Sue Sussman, Chair. 516/627-3660.

NAFE Integration: Gail R. Griffen, Chair. 631/969-3669.

Network You!: Co-Chairs Diana Rivenburgh, 516/679-0419 & Cara Amore, 516/785-3602.

Newsletter: Arlene Haims, Chair. 516/357-9500 Ext. 322.

Program: Donna Anselmo, Chair. 631/862-7371.

Public Relations: Mary Scott, Chair. 631/425-5155.

Sponsorship: Bernadette Faber, Chair. 212/628-8610.

Website: Yvonne Sydnor, Chair. 718/248-8888.

## Do You Have a Networking Success Story?

If so,  
please share it  
with us.

Please e-mail your story to  
the Center at  
[longislandcenter@aol.com](mailto:longislandcenter@aol.com)

## “Mistakes” That Can Harm Your Company’s Image

by Lynn Zawacki, *Ideaz in Ink*

You’ve established your business. You’re ready to market your product or service. Your external communications will convince customers to flock to you in droves. Or will they?

While you may be an expert in your field and know your business inside out, you may not be an expert in communicating information about your business. Undetected grammar, punctuation and misspelling errors can harm your company’s image – a costly mistake.

What does copy full of errors tell a prospective customer about the company that issued it? It conveys that the company is careless. If a company cannot take enough time to create a website, an advertising brochure or a customer letter without mistakes, what kind of care does that company put into its product or service? Your company may be the best at what it does, but if prospective customers cringe after reading your communications, the damage has been done.

The answer? Rely on another “set of eyes” to review that copy with “fresh eyes” for accuracy before sending it to the printer or posting it on your website. The key is *knowing what to look for*. Take care of running the business and entrust the copy editing to a professional who does know exactly what to look for. In the long run, you will save your company’s reputation — and your bottom line. Remember, your message is your image.

**How good are you at spotting grammatical errors? The following paragraph is written correctly on page 12. (No peeking!)**

Wanting to expand their market, a new website was created by the Hauppauge based company, Wonderful Widgets, Inc. to promote its new product line. “We are confident that [www.widget.com](http://www.widget.com) will reach new customers that need our product, said Harold Dinglefox, President. “Hopefully, our up to date models will satisfy our customer’s needs”. The company has a large amount of widgets ready for shipment. The first one hundred customers to order via the website will receive complementary widgets.

## Make the Most of Your Speaking Engagements and Your Audience’s Time

By Mindy Ferrentino Wolfe, Nixon Peabody LLP

This past spring, I attended a well-publicized and promising networking event/seminar. The first 45 minutes resulted in brisk and productive networking. But then came the spoiler – the seminar. Wrap a seminar up in clever nomenclature – “expert panel discussion” – “interactive program” – “professional lecture” – what it ultimately boils down to is content. What the audience expected was a program billed as educational, with a very specific theme and professionals addressing that theme from their own business perspectives. What the audience actually experienced is far too common - a program that was largely an advertisement by some of the presenters.

Often, speakers are so focused on selling their products or services that they lose sight of what an audience really comes to hear, and that is tangible, unbiased information. Just like networking, seminar presentations are most successful and useful when they are not “pitches” to the audience.

Here are several recommendations for when you’re planning your next speaking engagement:

- Keep your PowerPoint presentation simple. The less you project on the screen the better. Use bullet points, and expound upon them during your speech. There’s nothing worse than a presenter who reads the PowerPoint verbatim while the audience follows along.
- Omit tired statistics that everyone’s heard before. By sharing real stories of real people whom you or your business has served, you plant real seeds in the minds of your listeners.
- Practice, practice, practice. Do you “um” and “ya-know” when you speak? Look down or feel awkward in front of a crowd? Work on your presentation skills and take advantage of the many resources available in this area.
- Show your knowledge and expertise by being informative and well-informed. Don’t let your presentation be an advertisement. Your audience is subjected to enough unwanted email, flash advertising on websites, and commercials on television, radio and in every print publication. Who wants to be bombarded with advertising at a business event?
- Make your brochures available to the audience, but do not base your presentation on them. You can be certain that your audience hasn’t come to watch a live-action version of your marketing materials.

The next time you have an opportunity to make a presentation, be true to the agenda you have promised. Use your audience’s valuable time, and yours, in a way that will boost your standing in the business community and serve to enlighten, not alienate.



Please  
Join Us for  
the 25th  
Annual  
Achievers'  
Awards  
Dinner  
May 6, 2004

**FEBRUARY MEETING**

Continued from page 16

effective to use a team's natural talents than try to change them, Ms. Grippa will help us learn to identify and tap natural talents for greater success.

An international business consultant, Ms. Grippa's career history reflects top-level fiscal and human resource skills, including personnel management and corporate finance, which are increasingly important in times of doing more work with fewer people. Ms. Grippa helps corporations develop personnel plans that ensure maximum production, minimal costs and high employee satisfaction. Her creative program implementations have helped multiple major corporations save millions of dollars and thousands of employee hours.

Ms. Grippa holds a Bachelor in Business Administration (Summa Cum Laude) from Adelphi University, with a major in accounting. In addition to being a Certified Public Accountant, she is a member of many professional organizations focusing on human resources and finance such as the Society for Human Resource Management, Institute of Management Accounts and the American Institute of Certified Public Accountants.



*2004 Achievers' Awards*  
*"The Best of the Best"*

*By Elyse Hoffman, Executive Director, L.I. Center*

Choosing an honoree for an event is always an exciting endeavor, as the individuals selected must be outstanding in their categories. The 2004 Achievers' Awards honorees are no exception; in fact, our honorees are truly the "best of the best." Their accomplishments and contributions are often made without great fanfare; at other times they receive great accolades. The Long Island Center has never selected its honorees based upon their status or reputation. To its credit, The Center looks solely at the true worthiness and character of its prospective honorees.

This year, we are proud to announce that our honorees come from diverse sectors of Long Island's business and professional population. What they all share, however, is a determination to be the best, contribute the most, and facilitate the advancement of women to equal participation in business, industry and the professions. In their endeavors to achieve these goals, they set examples for us to follow, and provide the inspiration we need to strive harder to be our own "personal best."

As you continue to read this issue of *The Network*, you will become acquainted with our Honorees and their many accomplishments. We hope that you will support them and the 2004 Achievers' Awards by attending this spectacular event on May 6, 2004 at the Crest Hollow Country Club. It is an outstanding opportunity for us to come together as women of accomplishment and to celebrate our honorees' and our own personal achievements, as well as those of our friends and associates. Please join us and share the excitement!

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*LIWA WOMEN'S CONFERENCE*  
*TO TAKE PLACE ON FEBRUARY 7*

Landmark on Main Street in Port Washington and the Long Island Women's Agenda proudly announce an exciting conference, "Women Thriving in a Changing World: Balancing Body, Mind & Spirit," a conference for Long Island women, that will take place on Saturday, February 7, 2004 from 9:00 AM to 5:00 PM. The Conference takes place at Landmark on Main Street, 232 Main Street, Port Washington, and will be followed by a concert performed by singer/songwriter Christine Lavin.

The day focuses on helping women to achieve balance in their busy lives and features talented speakers and a variety of fascinating workshops, plus free Reiki, massage and exhibits catering to women's interests. The all-inclusive fee of \$60 includes admission to all workshops, continental breakfast, box lunch and afternoon tea. Conference attendees can purchase discounted tickets for the evening concert starring Christine Lavin.

The conference allows attendees to choose between sessions that focus on body, mind and spirit, including: Achieving Balance: A Guide for Women; Manage the Stress in Your Life; De-Clutter Your Finances, De-Clutter Your Life; Self-Empowerment Through Physical Balance; Take Charge of Your Health; Women's Inner Wisdom: Learning From Other Generations; Balance Your Personal Environment; Express Yourself Through Dance; Open up to Your Own Story;; Kripalu Yoga; and Embrace Change in Your Life. Workshop speakers and facilitators hail from throughout Long Island and work in a variety of fields, including wellness, medicine, writing, media, self-defense, dance, acting and life coaching. An entertaining lunchtime performance focuses on mother/daughter relationships and the morning Keynote speaker is comedienne Fran Capo, the world's fastest female talker.

For a free Conference brochure or more information about registration or exhibit tables, please call (516) 767-6444 or visit [www.landmarkonmainstreet.org](http://www.landmarkonmainstreet.org).

## Our Roving Reporter

by Dorothy Cardí, Cardí Design Studio

### Q. How has membership in the Long Island Center benefited you?

"It used to be for business related reasons but now its for the camaraderie first and professional reasons second. But its also because of the Centers mission - the advancement of women in business, technology and industry. That's something that's near and dear to my heart. The Center does a lot of great things."

*Debra Monahan*

*Seven year member from Frost & Sullivan*

"I continue my membership because I meet great people, make great contacts and get business. I've also learned how to give and get back. It's been a wonderful experience and I made friends that I will keep for the rest of my life."

*Lhea Scotto*

*Member more than four years and*

*President of Quantum Resumes*

"I maintain my membership because it gives me the opportunity to network with women in varied fields and to meet new people. When you work alone in a solitary situation, its nice to get out and meet with lots of people."

*Carol Goldberg*

*Clinical psychologist, member for 7+ years and President of Getting Ahead Programs.*

#### Correct version of paragraph from page 10:

Wanting to expand its market, the Hauppauge-based company, Wonderful Widgets, Inc., created a new website to promote its new product line. "We are confident that www.widget.com will reach new customers who need our product," said Harold Dinglefox, president. "We hope our up-to-date models will satisfy our customers' needs." The company has a large number of widgets ready for shipment. The first 100 customers to order via the website will receive complimentary widgets.

## Are You Ready for Business?

By Erica B. Garay, Esq., Meyer, Suozzi, English & Klein

Before Jane Y. agreed to marry Richard, she thought long and hard. She knew it was a major step: marrying the man and their financials together. Yet, when Jane decided to go into business with a colleague, Fran, she jumped in without seeing a lawyer, having agreements that set forth what their deal was. They had nothing in writing to establish how they would buy each other out, if they decided to go their separate ways. Unfortunately for Jane, this was a bad decision, since, just as with her marriage to Richard, she and Fran had thrown their financial lives together. Undoing the relationship (not to mention the court fight that ensued) was a costly endeavor.

How can you avoid this mistake?

Going into business with someone (whether as "partners" in a corporation or a partnership), is a big step with enormous financial ramifications. Here are a few things to consider:

1. Talk with your partner about how you will share profits and losses.
2. Talk with your partner about how you will value each other's interest in the event you decide to break up the company.
3. Consult an experienced corporate lawyer. Consider whether each partner needs her own lawyer, or whether you can have joint representation.
4. Share with the lawyer the outline you and your partner have discussed.

It is much easier to plan your "exit" strategy while you and your partner are on good terms. Your lawyer can guide you as to the different mechanisms that are available for handling your basic agreements. Good luck!

## Equity Investing: A Balanced, Long Term Approach

By Alex Gallego, Ryan Beck & Co.

Time is an important ally when it comes to investing in stocks. While it's fascinating to watch the market and most everyone likes to see a quick return on her investments the real financial benefit can come from investing for the long term. While stock prices will rise and fall, experts point to the underlying fact that stocks have done well over time.

### Maintain a Balanced Asset Mix

In addition to taking a long-term approach, consider balancing your portfolio among different asset classes. With a mix of stocks, bonds and cash, all of your investments will not be influenced by the same economic or market factors.

Some investors have traditionally used the 100 minus your age rule for balancing their portfolio among asset classes. I.e. At 30 they commit 70% of their portfolio to equities, while at age 65 they commit 35%. The balance would be in fixed income and cash equivalents. You might want to adjust these amounts to allow for the fact that people are living longer these days.

### Review Your Investment Plan

Your assets should always be allocated to reflect your personal investment objectives, time horizon and risk tolerance. Investment decisions should be guided by factors that change over time, not normal short-term market volatility.

History shows that investors who pull out of the stock market risk far more than they do by staying put during normal cycles. Of course, there's no guarantee that history will repeat itself, but the long-term record is a fact to be strongly considered.

TUESDAY, JAN. 20, 2004 • 6 PM

## Giving Yourself Permission to Say “No”

Barry Laub  
*Success Coaching*

Barry Laub, President of Infinite Resources, Inc., will coach our group about The Power In Saying ‘No’. This important skill can help enhance our impact and reduce stress created when we accept work and responsibility that does not move us in the direction we want and need to go. Learning to say “No” is a strategy with the power to help us align our actions, lower stress, achieve balance and position ourselves for greater success. This provocative presentation will offer techniques to help us say “No” when it is the right answer for us. Mr. Laub’s presentation also is designed to help us help others understand our important boundaries as well as our personal and professional standards. When we learn to say no comfortably, we will be better able to take care of ourselves, and in turn, better able to respond to the needs of others in a respectful, reliable way.

Coach University-trained, Mr. Laub is president of Infinite Resources, Inc., a consulting and coaching company that works at solving problems to help businesses and individuals meet their goals and objectives. He is a Certified Financial Planner and sales leader who has trained, facilitated and coached professionals in diverse areas of business, management, sales, marketing personal foundation and life planning.

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TUESDAY, FEB. 17, 2004 • 6 PM

## The Best Way to Change People Is . . . Not To

Maureen M. Grippa, CPA, PC  
*President, Natural Talents*

According to top management consultants quoted in The Gallup Organization’s best-selling business book, First Break All the Rules, people don’t change all that much.

With that in mind, a good manager seeking to enhance outcomes will learn to help associates become more of who they already are. Once a skilled manager discovers an employee’s instinctive talents and learns how to optimize them, the outcome will be consistently winning work.

Organizational Development Strategist Maureen Grippa will introduce the innovative and powerfully proven Kolbe methodology for empowering people and organizations by incorporating knowledge of the three dimensions of the mind, especially Conation – one’s instinctive drive. The innovative and powerfully proven Kolbe methodology for coaching and counseling can help direct people into the best positions for employee satisfaction and company benefit, while also maximizing results, satisfaction and synergy. Noting that it is far easier and more

*Continued on page 11*

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