



Rockland Business Women's Network
PO Box 182, Tallman, NY 10982-0182

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“Creativity is the power to connect the seemingly unconnected.”
—William Plomer

www.RBWN.org



2006

Calendar

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June 14, 2006
Annual Awards Dinner

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THE ROCKLAND BUSINESS WOMEN'S NETWORK

Annual Awards Dinner

ON

FROM

June 14, 2006

7 p.m. to 11 p.m.

AT THE NYACK SEAPORT CENTER FOR CULTURAL EVENTS

HONORING *Sheryl Santi Luks* WOMAN OF THE YEAR

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NETWORKING

Women helping women through networking to achieve their personal and professional goals

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2006 Woman of the Year : Sheryl Santi-Luks

—Nancy Passow, Write for You in NJ, 201-541-9702, www.write4unj.com



Sheryl Santi Luks, owner of Santi Express, Inc., is RBWN's 2006 Woman of the Year. Join us as we learn how Sheryl went from being a nurse to the owner and operator of a moving business and how and why "giving back" is such an important part of her life.

Q. Tell us about Santi Express, Inc.

Sheryl: Santi Express is a local and long-distance moving business, with five trucks, a climate-controlled warehouse, and three women staffing the office. I consider it a boutique company—we provide very personal service, we are not a van line. Several of our employees have been with us for 30 years. We have many repeat customers—in some cases we are moving the third generation of a family we've previously worked for.

Q. How did you decide to go into business for yourself and what led you to choose the moving business?

Sheryl: It just happened! My original career was in nursing (I have two undergraduate degrees and an MS degree). My nursing career was my passport around the world, allowing me to travel and work in many countries. But I came back to work in the New York area.

In 1973, I met the man who eventually became my husband. We moved to Blueberry Hill in Rockland County, where I helped start the county's first Alcohol Abuse Outreach Service. Meanwhile, my husband was working as a commercial mover on Wall Street—mainly on the weekends. Our neighbors started asking for help moving, so we bought a truck. In the evenings and on weekends, I started working on our moving business.

One day John came home and told me we had a contract to move a group of lawyers into a new commercial building in Rockland County. After momentary panic, I agreed. We called the business Santi Movers—I had to run out and register the name with the County Clerk in order to deposit our first check. The business started growing, as did our family. Tragically, just after the birth of our second child my husband was diagnosed with an incurable brain tumor. Five years later he died. I made the decision to keep the business going.

Q. What has been your greatest success?

Sheryl: My greatest success was that as a young widow with two little boys I was able to carry on the business alone. I didn't just take the life insurance money and run. It was important to me not only because the business gave us income but because it was a connection to my husband. I asked my boys before I made

the final decision, and their response was, "Daddy's name is on the truck!"

Q. Is being a woman in what is traditionally a man's business been an obstacle to your business success?

Sheryl: Not at all! Being a woman in the moving business is an asset. When I go in to do estimates, whether in a home or an office, I am always meeting with women—it's much easier to build rapport. And women feel more comfortable with a woman going through their houses or workstations taking measurements and other information.

Q. How has your membership in RBWN helped you?

Sheryl: RBWN has been wonderful—it has helped the most with networking.

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Networking News is published quarterly by the RBWN. Articles of interest to women may be submitted by any member. Please include the source and author of the article. Copy deadline is the 1st of the month. Articles and announcements should be sent to: Aparna Mulchandani at 201-684-1515 or e-mail aparna@twobytwodesign.com.

Networking News prints news about members' personal and professional successes, women's career-oriented activities, and issues of concern to women.

Information submitted by members and appearing in Networking News does not constitute the organization's endorsement.



The President's

Perspective

Women making Strides

—Michele Phillips, President

The Journal News called me last week to ask my reaction to Katie Couric's new position as the first woman to solo anchor the *CBS Evening News*. My initial reaction was disbelief that in 2006, she is only the first. With all the strides we have made as women, we have a long way to go in this still male-dominated society. Yet instead of focusing on why it has taken so long, I'd rather celebrate the fact that it has happened. Each woman that accomplishes "a first" paves the way for others to follow, and that is good for all of us.

The next question reporter David Schepp asked me was what I thought about the fact that she has been described as having a "perky" personality? Did I think that helped or hurt her? My response was that, what makes a person successful is their level of genuineness. Katie is comfortable and confident with who she is, and that confidence is wildly attractive. As a woman working in the world I don't want to pretend to be a man. I don't want to dress like a man, nor do I want to act like a man. I want to be who I am: an intelligent woman who has something to offer the world. I always believed the more confident and true to myself I could be, the more

successful I would be. So far this has proven true.

What makes you a successful woman in business? Is it your perseverance, passion, or something else? We all have our own formula for success. What works for one person may not work for another. I believe the key is to be true to yourself, and to follow your own internal voice. Doing this is sometimes easier said than done. I just know that if you listen long enough you will get an earful.

Either way it is your choice: do what you think is expected of you, or do what makes your heart sing. I know the minute I started doing the latter, my life took on a completely different rhythm. I now get to do work that exhilarates and stimulates me. I am fueled every day by my passion, and I am excited about what each day holds. I am living my truth, and it feels glorious.

So, here's to you Katie and all the other women out there who are living their truth. Has it come 20 years too late? Maybe, but to quote Fran Reinstein at our last luncheon, "You can't put the toothpaste back in the tube." We can't change history, but we can celebrate today!

Member Update

Two by Two Design is proud to announce that we have won three print design awards for our brochures!

The winning entries included: Award of Distinction: Corporate Brochure for Nyack Fabricators, Award of Distinction: Marketing Campaign for Rockland

BOCES, and Honorable Mention: Calendar for Rockland BOCES.

The Communicator Awards is an international awards competition that recognizes outstanding work in the communication field. Entries are judged by industry professionals who look for companies and individuals

whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. There were 5,215 entries from throughout the US and several foreign countries.

Aparna Mulchandani
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RBWN

Notebook

RBWN Luncheon



2006 Honorees

Honoring Lynn Teger and Jeryl Kronish

—Nancy Passow, Write for You in NJ, 201-541-9702, www.write4unj.com



In addition to honoring RBWN's Woman of the Year, Sheryl Santi Luks (see front page), RBWN is proud to honor **Lynn Teger** for Service to Organization and **Jeryl Kronish** for Length of Service.

Lynn Teger, owner of Teger Commercial, L.L.C., Haverstraw, NY, with over 12 years of experience in commercial real estate, recently launched her own commercial real estate firm. She was chosen by the *Rockland Journal News* as one of the "Top Five to Watch" for 2006 and has been responsible for several multi-million dollar transactions, bringing new businesses and employment opportunities to Rockland County. Lynn is President of the Greater Haverstraw Chamber of Commerce

and is a graduate of Leadership Rockland, serving on their alumni board.

Lynn joined RBWN in 1999. Her involvement started as VP of Membership. For the past two years, as VP of Programming, Lynn has been the "image" of RBWN, welcoming everyone to the luncheon meetings and making sure the day's program stays on target. During her tenure as VP of Programming, attendance at meetings has more than doubled.

Lynn lives in the Village of Haverstraw and has a son and a granddaughter who also live in Rockland County.

Jeryl Kronish has two careers. She is a VP, Sr. Financial Specialist, for Wachovia Bank's Mahwah, NJ office, opening accounts for both commercial and personal clients, as well as offering lending and investment options. In addition, she owns Jeryl's Jems, an award-winning baked goods and gift basket company

specializing in cookies, brownies, and cake truffles.

Jeryl joined RBWN in 1995. She has been on the Board of Directors as a member-at-large for the past six years and the organization's book-keeper for the past four years. Jeryl also assists with RBWN's booth at expos and trade shows, assists with the 50/50 raffle at lunch, and has helped sign-in guests. Having joined RBWN when she moved to Rockland County from Queens, in 1994, Jeryl has found the organization to be everything she hoped for—a place to meet wonderful women, make terrific friends, and gain business.

Jeryl's family includes her children, Jessy and Jason, daughter-in-law, Katherine, and grandsons, Michael and Jack.

Continued from Page 1

Plus it is good to be around other professional women. I have made so many wonderful connections through RBWN members—both for business and friendship.

Q. What advice would you give to other women starting a business?

Sheryl: Go for it! Anyone can do it if they are motivated. There are so many great resources out there—Tomorrow's Workplace, SCORE, the SBDC, the SBA. I didn't have a business plan when I started out, but now I am called upon by many agencies to speak to prospective

women business owners.

Q. Tell us about your community involvement.

Sheryl: I am on the Board of Advisors of the American Cancer Society and very involved with their fundraising and health-oriented activities, including co-chairing the annual skin screening and chairing the Holiday Elves program (which supplies nutritious meals for needy cancer patients and their families). I am a graduate of Leadership Rockland, serving many years on their alumni board, a long-time member of the Rockland Business Association, and a member of the Haverstraw Chamber

of Commerce. I am active with the Hadassah Nurses of the Lower Hudson Valley, particularly their career programs, and meet regularly with Women Business Leaders (a group comprised of women who own their own businesses). Because so much of my estimating work is done on the weekends and at night, I do have some time I can devote to my causes during the day. I strongly believe in giving back and getting people involved.

Q. How do you relax?

Sheryl: I'm an avid tennis player. I also do power yoga and spin. I love

Taking Care of You

Heart Attack Warning Signs —Sandi Jeanette, American Heart Association

Some heart attacks are sudden and intense, but most of them start slowly, with mild pain or discomfort. Often the people affected aren't sure what's wrong and wait too long before getting help. Here are some of the signs that can mean a heart attack is occurring:

• CHEST DISCOMFORT

Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness, or pain.

• DISCOMFORT IN OTHER AREAS OF THE UPPER BODY

Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw, or stomach.

• SHORTNESS OF BREATH

This feeling may occur with or without chest discomfort.

• OTHER SIGNS

These may include breaking out in a cold sweat, nausea, or lightheadedness.

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back or jaw pain.



If you or someone you are with has chest discomfort, especially with one or more of the other signs, don't wait longer than 5 minutes before calling for help. Call 9-1-1.

Calling 9-1-1 is almost always the fastest way to get lifesaving treatment. Emergency medical services (EMS) staff can begin treatment when they arrive—up to an hour sooner than if someone gets to the hospital by car. The staff members are also trained to revive someone whose heart has stopped. And you will get treated faster in the hospital if you arrive by ambulance.

If you're the one having symptoms, and you can't access emergency medical services (EMS), have someone drive you to the hospital right away. Don't drive yourself, unless you have absolutely no other option.

to go to the beach. I know I'm a dying breed, but I love to cook!

Q. Tell us about your family.

Sheryl: My husband, Ted, represents architectural wood-working businesses. My son, Justin, works for Pfizer, managing their employee retirement program; my son, Evan, has an interior plantscape business; my stepson, Howard, works for a South African internet marketing company; and my stepdaughter, Rebecca, is a special-ed teacher in New Rochelle.

Q. What are your final words of wisdom for us?

Sheryl: Keep yourself busy. Have faith in yourself. Try it—if you fail, do something else. Make people happy, but most importantly, make yourself happy.

Women Helping Women...

Contribute your articles.
Contact Aparna Mulchandani
at 201-684-1515 or e-mail:
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2006 AD JOURNAL REQUEST:

If you are interested in placing an ad in the Auction Journal Program, there is plenty of space available!

Please contact Beth Blecker at
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information.

Member

Updates

Wisdom Path/Judi Thomases has a new article in *Dell Horoscope* magazine (May 2006), "Karmic Waves, The Destiny of the US... and You!" in addition to her monthly column in that magazine, "Teachings of the Brotherhood." Additionally Judy has been hired as a creative spiritual consultant on a movie in development; has been the featured speaker for health professionals at Sunrise Assisted Living in Old Tappan, NJ; and is in the planning stages of offering an online course based on *The Wisdom Path*.

Judi Thomases
845.354.0812

Tastefully Simple consultant **Ellen DiVietro** was honored as a "Top 10 Regional Sales Achiever" at *Tastefully Simple's* regional conference held recently in Hartford, CT. DiVietro outperformed other contenders among the company's nearly 20,000 consultants nationwide, and received an exclusive lunch with CEO Jill Blashack and onstage recognition during the conference.

Ellen DiVietro
845.753.2423
divietro4@optonline.net

Lynn Teger is excited to announce that she has launched her own company, *Teger Commercial L.L.C.* With over 12 years of experience of commercial real estate experience focused solely in the County of Rockland, *Teger Commercial* hopes to bring a more personalized approach to their clients. The company will be located in West Haverstraw. You can visit their Web site at *Teger Commercial.com* or by calling their offices at 845.947.7118 for any of your commercial property needs.

Lynn Teger
845.709.0939

RBWN

Business Bookshelf

How Little Things Can Make a Big Difference.

—Liz Benuscak, Executive Director of Bi-Coastal

"The best way to understand the dramatic transformation of unknown books into bestsellers, or the rise of teenage smoking, or the phenomena of word-of-mouth, or any number of the other mysterious changes that mark everyday life, writes Malcolm Gladwell, is to think of them as epidemics. Ideas and products and messages and behaviors spread just like viruses do."

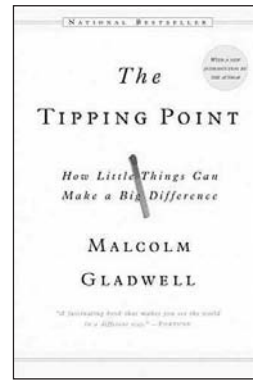
Gladwell's book, *The Tipping Point – How Little Things Can Make A Big Difference*, identifies and explains some of the factors involved in the evolution of a relatively unknown idea, product, or concept taking hold and spreading in an epidemic-like fashion.

The premise of Gladwell's theory has built-in appeal: little changes can have big effects; when small numbers of people start behaving differently, that behavior has the potential to ripple outward until a critical mass ("tipping point") is reached, thereby changing the world. The theory of the tipping point relies on three basic principles: the Law of the Few, the Stickiness Factor, and the Power of Context. These principles are triggered with the help of three pivotal personality types. These are Connectors: sociable personalities who bring people together; Mavens: who like to pass along knowledge; and Salesmen:

adept at persuading the unenlightened.

Gladwell uses numerous non-business anecdotes and examples to illustrate his theory, including the research behind Sesame Street, Blues Clues, and the diminishing crime rate in New York City. It seems inevitable that this book, and the *Tipping Point* theory itself, will reach it's own tipping point. Similar to "future shock" and the "chaos theory," the tipping point will become an idea that most people are at least familiar with, even if only by name.

While I found the concepts in the book intriguing and to a degree believable, I didn't particularly enjoy the book. Gladwell's examples were too far out of the mainstream to be effective for someone looking for real tools to use in their business (unless you are scripting episodes for Sesame Street or recreating the midnight ride of Paul Revere). I think Gladwell himself summed up the book best in his Afterward where he wrote, "I wrote my book without any clear expectation of who would read it, or what, if anything, it would be useful for." Business 101 tells us if you don't know where you are going, how will you know when you get there? *The Tipping Point* is a meandering stroll through theory that could have been a meaningful journey to usable solutions.



The Networking

Directory

Advertising Opportunities for RBWN Members

Networking Spotlights are free Contact Lynn Teger 845-709 0929
Door Prizes Would you like to donate an item or service as a door prize? A raffle will be held at each monthly meeting. Donations can be brought to an event or arrangements can be made. The value should be \$15-\$25. Contact Lynn Teger 845-709-0929.

Classified Ads Business-card-size black and white ads are \$30 per issue or \$100 for 4 issues. Call Aparna Mulchandani 201-684-1515 for more information.

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