

NETWORKING

Sisters in business come together

The National Association of Women Business Owners sponsored a networking event Thursday that also included a seminar called "Unleash the Power to Do More with Your Business." Ann Young and Sharon Allen of First Niagara presented participants with banking options to help their small business progress.

The event: It was part of the Greater Rochester chapter's NAWBO's education series, where business owners have the opportunity to learn about different resources available to small businesses, and can network with other business owners facing similar issues.

A conversation with the invited bank reps branched off into separate conversations between women seeking help or advice from fellow members.

Cathy Schwegler of Pittsford, owner of the graphic design and illustration company Cats Cradle, is a relatively new member of NAWBO. She extolled the character of her fellow members as "amazing people who are willing to help you even if they don't know you." As a whole, she said the members share the philosophy that the group is no place for competition and all are genuinely interested in helping other women become successful.

This impression went along with NAWBO President Jonna Martin's proclamation of "No mean girls allowed." Martin, who lives in Pittsford, is also president of the image management consulting and training company AdvanceMe Associates.

The crowd: A dozen members of NAWBO, plus invited guests. Currently the organization has 100 business owners as mem-



JEREMIAH CURTIN staff photographer

From left, Betty Andelman, owner of Betty J. Andelman Business and Financial Consulting, Ann Young of First Niagara, and Susie Rose, owner of SMR Resources, talk at an event sponsored by the National Association of Women Business Owners.



JEREMIAH CURTIN staff photographer

Jonna Martin, left, president of AdvanceMe Associates, and Cathy Schwegler, a graphic designer and owner of Cats Cradle, converse at Thursday's networking event.

bers, and non-members also are encouraged to attend events.

Ann Young, branch manager of First Niagara in Penfield, wants small business owners to be aware of advantages to borrowing from a bank that "takes time to get to know your business."

The organization has provided a boost to Kelly Sabetta of Greece in the early stage as owner of the soon-to-be-new Beta Book Publishing. A recent State University College at Brockport graduate with a degree in journalism, she is seeking out local busi-

nesses for printing, graphic design, storage and distribution.

"I've met so many women (through NAWBO) who've given advice and opened doors for me." Sabetta's zeal for her business, along with the support of local businesswomen, have resulted in encouraging prospects.

Maria Janick, adminis-



JEREMIAH CURTIN staff photographer

Carol, left, and Kelly Sabetta of Greece, of Beta Book Publishing, found good advice at the event.

trator of NAWBO's local chapter, who also works part time at Bonadio & Co., praised events, such as power lunches and evening meetings, which inspire women and for allowing them to "maintain a balance between personal life and a professional life." □

— Jeremiah Curtin

Going to be networking?

If your company or organization is taking part in a networking event that a reporter from our business staff could attend, please send an e-mail to BusinessNews@DemocratandChronicle.com with "Business Networking" in the subject line.