

**2008-2009  
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## President's Message



**Pam Hillary**

### Are we too busy?

This is a question each of us needs to answer for ourselves. This note today is about how you spend your time. We live and work in a culture that draws us to spend time in the ways we do.

Busyness may very well be between you and what you really want. You only want to be as busy as you enjoy. You want to be busy with the things that really matter to you. Our culture pulls us into busyness and makes it difficult to change. The way out begins with seeing that it is completely up to us, and realizing that the cost of busyness is having our life NOT turn out.

This whole idea of being too busy resounded with me the last two months. I have learned about busyness from mentors and coaches in my life, so I do know better...and I continue to let my life get too busy. I was listening to a program on the radio the other day, and the speaker said "Busyness is a form of pride." Yuck!...I certainly didn't like hearing that! So I wondered how many times I had said "I'm so busy" to friends, family and co-workers the last few weeks. How many times had I missed an opportunity to enjoy and have a conversation with someone who was really important to me? How many times had I cut people too short in conversation, because I was running to my next engagement? Too many times to count.

So I asked myself this question: Do I want to be effective or busy? The obvious answer is effective, and I'm the only one who can go to work on that. Busyness does not resolve itself. It has way more respect than it deserves. Being busy precludes me from

being available to what life has to offer. And I do want to live life fully.

So what can we do to go to work on busyness:

1. Set some targets or outcomes you want to reach by working on busyness (reduce number of hours worked, no work on weekends, free up 8 hours for something new, create a new image of being available).
2. Be very aware of how busy we are. Keep track of how often you say this to yourself or others. See why you are saying it. (over-commitment, do not realize we have the option of saying NO, we want to impress someone)
3. Look for ways to shift how you spend your time. (stop doing something – like watching 20 hours of TV a week, block out time on your calendar and don't let anything in)
4. Discern between "busywork" and the things that provide leverage.
5. Where is your leverage? (what long term things are you working on, are you up to enough, what will have life turn out, what development or training would be useful)
6. Start saying NO to anything that isn't leverage or fulfilling.
7. Allow others to support you. Make requests. Train and turn things over to others.

In Jodi Hills book "I'm Not Too Busy" there is a wonderful piece: "We have to choose to slow down, to actually see the time and space we're in...to truly see people and accept them in their priceless moments." What a beautiful way to tell ourselves to slow down.

This is something that I need to be aware of and keep working on all the time, and I suspect it is the same or many of you. My challenge to you is to go to work on NOT being so busy! I will make myself AVAILABLE to you if you want to have a conversation about BUSYNESS!

## November Luncheon: Revamping your business introduction

Are you participating in networking events, but not seeing any results? Maybe the key is in the information you provide with your introduction! Join the WLN Board Members as we discuss tips for improving and getting the most out of your introduction. This will be an interactive luncheon so that you can immediately use your new and improved introduction at your next business networking opportunity.



**Date:** Tuesday, November 25, 2008  
**Time:** 11:30 - noon: Registration, Networking and Lunch • Noon - 1:00: Program  
**Where:** Bricktown Brewery • Crystal Room  
299 Main St. • Downtown Dubuque  
Parking: A large metered lot is available behind Bricktown on 3rd and Locust  
**Menu:** Burger & Chicken Bar, Apple Pie  
Water, coffee and iced tea  
**Cost:** Member price: \$10.00  
Non-member/Guest: \$15.00  
**RSVP:** E-mail November@dubuquewln.org  
by Monday, November 24

*"Not what we say about our blessings, but how we use them, is the true measure of our thanksgiving."*

*- W.T. Purkiser*

## Professional Development: Meetings that Matter

By Pam Hillary, Owner, Kneading Minds

**This is part 3 of 3 in a series of articles about making the most out of meetings. We hope these articles have helped you better utilize your valuable time during the work day.**

We need to participate in meetings like they matter, and if we do, they will improve dramatically! A few ground rules.....

- Be clear about outcomes and process steps
- Participate, ask for what you need to do so
- Listen! Pay attention! Be remarkable!
- Say what is so for you.....speak up!
- Commit to action
- Take care of others
- Be open to feedback...it will tell you how you come across

### THINGS to Pay Attention to in Ground Rules...

1. **Outcomes and Process** – Clarity is everything. Clear outcomes give people a sense of where the conversation needs to go and how to get there. Visible process steps become even more important as complexity of issue or number of participants increase.

2. **Ask for what you need** – You might not have much control over a meeting. If it's not your meeting and you are not invited to comment on the process, it can be difficult. Just remember, you always have a right to ask for whatever you need to participate effectively.

3. **Listening and attention** – It's easy when you are deeply involved in the issue. The trick is to be great when you aren't interested! Don't

multi-task. Don't have side conversations. Give each person and each conversation your full attention.

4. **Be willing to say what is true for you** – Self expression is fundamental to being powerful in a group. Candor allows conversations to turn out. Learn to trust yourself, others and the conversation. Also, don't guess at where others are. Ask them to tell you.

5. **Commit to specific actions** – Things happen when people commit and then deliver. It is a critical part of bringing a conversation to closure. Without specific commitments, do not expect anything to happen between meetings.

6. **Take care of people** – It's not that people need to be looked after. It's simply what works. Use people's names. Invite them into the conversation. Credit them when they add value. Consider and respond to what they say. Put some thought into everyone else's experience of the meeting.

7. **Be open to feedback** – It's difficult to watch yourself perform. It's possible that you don't have any idea about what it's like for others to work with you. We all have positive and negative aspects of how we come across for others. To be really good, at some point you'll need to get feedback from others.

Final note to ponder: **What is missing in your meetings that you could ask for or provide?**

# Meet someone new!

## Meet A Board Member

Each month Leader will spotlight a director from the WLN board. The goal is for you to be introduced to a board member to get to know her better. The hope is that you will feel comfortable enough to seek them out at events. They look forward to meeting you!

### Viva Betzner



**1. What is your position on the board? How did you come to be on the board?**

Currently I am the co-programming Director. I came to the board 3 years ago when I inquired about being on the ballot for member-at-large. I held that position for two years prior to this one.

**2. Where do you work and what is your position?** I wear many hats but my day job is the Community Service Representative for Home Instead Senior Care in Dyersville. I am also a council person for the city of Cascade. As if that doesn't keep me busy enough, I also sell Mary Kay Cosmetics and Doncaster Woman's Apparel.

**3. Tell us about your family life.** My husband, Jim and I have just celebrated our 11th anniversary. I

don't have any children of my own but I do have a 19 year-old stepdaughter, Emma Haley, who is a sophomore at Ball State in Munchie, IN majoring in International Business.

**4. What do you like to do for fun?** What I like to do for fun is entertain my friends with good food and wine. My husband and I love wine so "we brake for wineries" when out and about exploring.

**5. How would you describe a great leader?** I would say a great leader is someone who inspires you to be more than you ever thought you could be and is a cheerleader in the process. I have been very fortunate in my life to have a number of great leaders as friends.

**6. What words of wisdom do you have for WLN members?** Remember women who behave never make history, so follow your passions and blaze a trail for other women to follow. You never know what you can accomplish until you step out of that comfort zone.

## Meet A Member

### Carrie Melton



**1. Tell us about your family. Where did you grow up?** I was born, raised, and still live in Jo Daviess County, IL. I have lived in East Dubuque for 11 years with my husband Brian, daughter Emma (9), and son Isaac (4). Brian is a lieutenant for the Jo Daviess County Sheriff's Office and we have been married for 13 years. We like to camp, travel, play basketball and football, and visit relatives. I enjoy making cards, working out, and being with my family at the nearest sports field or court.

**2. Where do you work and what is your position?** I am the Executive Director for the CHOICES Domestic Violence Program in Galena. I have worked in domestic violence for over 14 years.

**3. What did you enjoy most about the October luncheon on Women in Politics?** I loved the idea of the panel discussion, the choice of women, and the honest conversation about their experiences.

**4. Why did you join WLN?** B'Ann Dittmar introduced me to the group a few years ago and thought it would be a great way to meet more women and network.

**5. Who do you admire?** Eleanor Roosevelt because of her grassroots work in the field of civil rights, rights for working women, her political achievements, and that she kept her maiden name (she married her father's 5th cousin)!

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."

- John Fitzgerald Kennedy

# A recap and a welcome

## October Luncheon: Women and Politics

On Tuesday, October 28, WLN was honored to host a luncheon featuring an interactive panel of local female politicians. The panel consisted of:

**Pam Jochum, Iowa State Representative**  
**Joyce Connors, Dubuque City Council**  
**Viva Betzner, Cascade City Council**

The luncheon attendees enjoyed an informative discussion of how each panel member got involved in politics, why they decided to get involved and what it's like to

be a local politician. The attendees also had many great questions for our panel resulting in a personal, interactive luncheon.

The big message of the day: the path to politics has been paved by many hard working and resilient women. So whether it's volunteering for a campaign or running for office yourself, get involved!

The WLN would like to give a huge thank you to Pam, Joyce and Viva for taking the time out of their schedules to share their experiences with us and encourage us to get involved.



**Pam Jochum**  
Iowa State Representative and  
newly elected State Senator  
District 14



**Joyce Connors**  
Dubuque City Council



**Viva Betzner**  
Cascade City Council

"We give thanks for unknown blessings already on their way."

- Author Unknown

## Welcome New Members

**Joie Borland**  
Graham's Style Store  
for Men

**Lisa Brissey**  
Lamar Advertising

**Brenda Ernst**  
AAA

**Lindsay Firzlaff**  
Great River Realty

**Carla Gibbons**  
University of Dubuque

**Michelle Hein**  
Sisters of the  
Presentation

**Linda Hinzmann**  
Sisters of the  
Presentation

**Dana Holthaus**  
Maria House

**Carrie Jones**  
Premier Bank

**Debbie McDermott**  
Sisters of the  
Presentation

**Angie VanDyke**  
Youngers

**Sally Weber**  
Chamber of  
Commerce

**Share your news! E-mail new positions, promotions, engagements, weddings, baby news, etc. to [info@dubuquewln.org](mailto:info@dubuquewln.org). Feel free to include pictures!**



## Upcoming Event

### December Holiday Luncheon

*Topic:*  
Social Etiquette and  
Wine & Food  
Pairings

Tuesday,  
December 16, 2008

11:30 a.m. – 1 p.m.

Hotel Julien