

**2009-2010
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President's Message by Jenny Daughetee, WLN President



Jenny Daughetee

One popular definition of effective business networking is “the bringing together of like-minded individuals who, through relationship building, become walking, talking advertisements for one another.” Making these kinds of connections with other women rates

as the top reason that our members join WLN. With 160+ members attending various events through the year, you have many opportunities available to you for networking. Often, networking is just a part of the event. With monthly meetings beginning at 11:30 am, you have a full half hour to network with others before our lunch and program begins. Other times, we dedicate our entire meeting to networking.

Last month we did just that. Nicole Gantz, our WLN communications director, introduced a great networking exercise to the group. Most of us like to talk about ourselves but have difficulty thinking of questions to get the other person talking. Nicole supplied us with sample warm-up questions, each designed to promote conversation. After reviewing the questions with those at our tables, we were able to put the questions to the test. We paired off, drifted around the room and really spent some time getting to know each other. The time went so quickly, we had difficulty getting everyone back to their seats to wrap up! It was a very comfortable way to practice our skills. We encourage each of you to refer to your list of questions before your next networking event – if you weren't able to attend, please ask for the list at your next meeting.

Although our monthly meetings offer some great networking opportunities, we

have another great event coming soon – the 7th annual Women's Leadership Conference! This day-long conference, presented by WLN, will be held at the NICC Town Clock Center for Professional Development on Thursday, September 10th. We are fortunate to have several local sponsors who have committed financially to the success of this conference. We encourage you to recognize and thank these sponsors for investing in the development of tri-state women! Without these sponsors, we would not be able to bring talented national speakers to you for such a reasonable price.

Our keynote speaker, Connie Glaser, kicks off your day by exploring communication differences between men and women. Do you ever speak up at a meeting only to be ignored, but minutes later, a man may say the same thing and be applauded? Men and women have differing communication styles, and we are often misunderstood as a result. Connie will help you to identify these styles and find ways to build on the strengths of your own style.

We have asked for your input over the past year on programming and have lined up additional speakers throughout the day presenting on the most requested topics including employee retention, social networking, time management, personal development, financial workshops and sustainability, just to name a few. With three different tracks, you can customize your day to suit your needs.

There will be ample opportunities to network with other area women throughout the day. We encourage you to invest the time in yourself by joining us for this great event! See page four of this newsletter for more details and download the registration form from our Web site at www.dubuquewln.org. I hope to see you there!

August Event: Time Management

The topic of our August luncheon will be time management. In our annual survey of our membership, time management was the most requested topic by our members as a luncheon topic.

We have invited Daniel W. Paulson to facilitate this luncheon for us. Dan is the president/CEO of InVision Business Development. For the past 16 years, Dan's focus has been on organizational development and strategy. The primary focus of InVision is to help businesses execute their strategy to achieve maximum profitability and sales. Beyond planning, InVision helps companies develop a strong customer loyalty focus by improving communication and teaching leaders how to empower employees to be successful.

Dan holds a B.S. in business administration from the University of Wisconsin-Platteville and recently became a Certified Business Coach. His employment back-



Daniel Paulson

ground includes Menards, Inc., Michael's Frozen Custard and Lands' End. Dan is also on advisory boards for several businesses and organizations.

Date: Tuesday, August 25, 2009

Time: 11:30 - noon: Registration, Networking and Lunch,
Noon - 1:00: Program

Where: Best Western Midway Hotel
3100 Dodge Street
Dubuque, IA 52003

Menu: Mexican bar buffet, dessert, tea and water

Cost: \$12/members and \$15 for guests and late RSVPs

RSVP: To avoid the \$3 late fee, register by Noon, Friday, Aug. 21. Use the online registration form at www.dubuquewln.org.

E-mail cancellations to info@dubuquewln.org by Noon on Friday, Aug. 21.

"Keep your face to the sunshine and you never see the shadow."

- Helen Keller

Meet A Member

Elizabeth Burbach

1. Tell us about your family. Where did you grow up?

I am the daughter of Mary and Tony Burbach. I was born and raised in Dubuque with my three siblings Tony, 25, Michael, 19, and Annie, 16. After attending the University of Iowa, I am happy to be back in my hometown near my amazing family.



2. Where do you work and what is your position?

I work at the Grand Harbor Resort as the corporate account manager. I handle the Passport Club, a rewards program for individuals who book hotel rooms for their company. I also deal with any companies that have or need negotiated rates at the Grand Harbor.

3. What did you enjoy most about the July networking luncheon? At the July networking luncheon, I enjoyed talking and laughing with my table and getting to know the women around me.

4. Why did you join WLN? I joined WLN to network with other women and learn from strong leaders in my community.

5. Who do you admire? I think that my mother, Mary Burbach and my grandfather, Paul Frommelt, are examples of great leaders. Both have taught me to lead by example. My mother uses her kindness and compassion to help those in need through volunteering. It is her actions that make others want to follow her lead. My grandfather uses his strong will, wisdom and voice to make changes in our community. It is his ability to stand up for what he believes in that makes him a strong leader.



July Luncheon Recap

At WLN's July 28, 2009 summer picnic, members and guests had the opportunity to network with each other. The luncheon kicked off with some networking tips from Nicole Gantz, WLN communications director.

The goal of the luncheon was to practice warm-up questions to get the other person talking. With this method, members were able to really get to know the person they are networking with and discover if they can help each other immediately or in the future. To help, members had example questions to use and shared best practices with each other. Thank you to the Grand River Center for hosting our summer picnic in the beautiful River Room!



Welcome New Members!

Sarah Budde
Hotel Julien Dubuque

Lori Costello
John Deere

Christy Kelley
Heartland Financial USA Inc.

Zoe Pole
Dubuque Area Chamber of Commerce

Jodi M Schuster
Chiropractic Rehab & Neurology Center

Kathy Welp
Mt. St. Francis



"To accomplish great things we must not only act but also dream, not only plan but also believe."

- Anatole France

Below is the full conference brochure. You may use this to register by following the instructions on the registration form at the bottom left. Or download the conference brochure on the WLN homepage at www.dubuquewln.org

Women's Leadership Conference Schedule

Thursday, September 10, 2009
8 a.m. - 4:30 p.m.
NICC Town Clock Center
for Professional Development

- 8-8:30 a.m. Registration and Continental Breakfast
- 8:30-9:30 a.m. Keynote Presenter: Connie Glaser
 - ✓ Bridging Gender Communication Gap
- 9:30-9:45 a.m. Break
- 9:45-11 a.m. Track 1
 - ✓ Get Comfortable in your own Management Skin
 - ✓ The Power of Personal Energy
 - ✓ Relationships Matter: LinkedIn
- 11-12:15 p.m. Track 2
 - ✓ Doing More with Less: How to Manage Your Space, Time and Energy
 - ✓ You Don't Need a Title to Be a Leader
 - ✓ Sustainability Works
- 12:15-1 p.m. Lunch
- 1 p.m.-2:15 p.m. Track 3
 - ✓ Taking the Stairs: Get Over it and Move On
 - ✓ What is Your Leadership Style Telling Others?
 - ✓ Bridging the Financial Gap
- 2:15-2:30 p.m. Break
- 2:30-3:45 p.m. Track 4
 - ✓ Elements of Well Being
 - ✓ What is Your Leadership Style Telling Others?
 - ✓ Live Like an Eagle and Soar for your Dreams
- 3:45-4:30 p.m. Closing - Prizes and Laughter
 - ✓ How a Man Can Make It in a Women's World

Location:
Town Clock Center
for Professional Development,
Dubuque

FREE parking is located at the 4th Street ramp behind the Chamber of Commerce.

The Women's Leadership Network mission is to provide an annual conference for women that promotes personal and professional development at all levels.

Thank you to our event sponsors:



NICC Town Clock Center
for Professional Development
680 Main Street
Dubuque, IA 52001

Northeast Iowa Community College provides equal opportunities for admission, regardless of race, sex, age, disability, religion, marital status, or national origin.

WOMEN'S LEADERSHIP CONFERENCE 2009

Leading On All Levels...
Bridging the Gap

**Thursday,
September 10, 2009**

Location:
NICC Town Clock Center for
Professional Development,
Dubuque



Thursday, September 10, 2009
8 a.m. - 4:30 p.m.

Name: _____

SS# last four digits: _____

DOB: ____/____/____ (To assist the college to identify you correctly. All information provided is strictly confidential.)

Title: _____

Business: _____

Home Work

Address: _____

City: _____

State/Zip: _____

Daytime Phone: _____

Email: _____

Fee: Full Day (includes lunch) #0028560
 ___ Non-member \$145 | ___ Member \$125

Please return registration and payment by
Monday, September 7, 2009.
Make checks payable to NICC.

Mail registration to:
NICC Town Clock Center for Professional Development
680 Main Street, Dubuque, IA 52001

Email registration to:
Wendy Wheelock
wheelocw@nicc.edu

Phone registration call:
563.557.8271, ext. 380

Refund Policy
5 or more business days prior to class start date, 100% refund.
2 to 4 business days prior to class start date, 75% refund.
1 business day or less prior to class start date, no refund.

Women's Leadership Conference 2009 — Leading on All Levels: Bridging the Gap

Bridging Gender Communication Gap

-Presented by Connie Glaser

She says something at a meeting and it's ignored. Later, he says the same thing and it's applauded. What happened? Men and women use language differently and they often misunderstand each other as a result. The communication rules of the workplace have changed, and failure to play by the new rules can create misunderstanding and conflict. Glaser uses insight and humor to provide a new game plan that builds on the strengths that both men and women bring to the table.

Get Comfortable in your Own Management Skin

-Presented by Connie Glaser
It used to be that working in corporate America was like swimming in a pool of sharks. Command-and-control was the watchword of the day, and circling around near the top were cold-blooded sharks. You know the type. Tough. Arrogant. Ruthless. But for most it wasn't a comfortable fit. Leaders understand that the bottom line grows fastest in a flexible workplace where people feel appreciated. Packed with hands-on advice, Connie's message shares how to attract, hire and keep good employees.

The Power of Personal Energy

-Presented by Mary Benedict

In today's fast-paced world, it is important for us to attend to our physical, mental and spiritual health. We invite you to slow down, relax and do something positive for yourself. We all have incredible power. We'll explore our personal energy, what it is, its potential and how our energy can be influenced.

Relationships Matter — LinkedIn

-Presented by Kathy Kessler

To quote Keith Ferrazzi on relationships, they make connections, foster understanding, expand frontiers, and create breakthroughs. Learn the how, the why, and the what of LinkedIn to utilize this social networking website in the service of relationship and business.

Doing More with Less: How to Manage Your Space, Time and Energy

-Presented by Mark Towers
We are living in a do-more-with-less-and-do-it-faster

world. This session will be about working effectively as well as balancing your life. The high-content design of this program will provide tools that you can apply immediately in your personal and working life. During this presentation you will learn: The best and most usable model for managing your time and energy; the only three ways you can truly alleviate stress; and the five key strategies for working smarter rather than harder.

You Don't Need a Title to be a Leader

-Presented by Ronn Toebias

Today, leadership is needed at all levels of an organization. You don't have to be a member of management to provide effective leadership. Leadership is a matter of how you conduct yourself in every work encounter, how you apply your interpersonal and technical skills, how you handle potential conflicts, and how you think about yourself. Leadership is a state of mind.

Sustainability Works

-Presented by Sheila Samuelson

Sustainability is about so much more than "saving the environment." An integrated approach to sustainability considers many elements that can be applied to work settings for more efficient, effective, healthy and happy employees, as well as save money.

Taking the Stairs: Get Over It and Move On

-Presented by Stacy Besch

Successful people don't wait in line for the elevator, they take the stairs. Have you ever stopped to think about all the people who choose to wait in line for several minutes for the elevator, pushing the button uncontrollably, rather than taking the stairs? Why don't more people take the stairs? Opportunities are usually disguised by hard work, therefore most people don't recognize them. In this session you will recognize the choices you make, make you the person you are. It is your choices, not just the chances, that determine your destiny.

What is Your Leadership Style Telling Others?

-Presented by Rebecca Jones

How would you rate yourself as a leader? How well do you know yourself and how you are presenting to others?

Does your view line up with what others would say about you? If you left the organization tomorrow, would people be changed because of having worked with you? Your leadership style has very little to do with your abilities and your performance and everything to do with who you are as a person. Come to this session to delve into the inner workings of you and your leadership style — it's sure to be cheaper than therapy and a lot more fun!

Bridging the Financial Gap

-Presented by Victoria Fink

Take charge of your finances today and work toward building a brighter financial future. With so much information available and so many financial options it is easy to become confused. This workshop will discuss tips and tools to increase cash flow, discover whether you are over insured or under insured, assess your tax liability, evaluate your investment risk tolerance, and estimate how much you will need to retire.

Elements of Well-Being

-Presented by Pam Hillary

With all the stressors in our life, it is imperative to know what it takes to experience well-being. There are five elements, and if you are missing one, it affects the rest of your life. This session is conversational and interactive ... insightful and fun!

Live Like an Eagle & Soar for Your Dreams

-Presented by Stacy Besch

Are you unable to fly towards your goals? Do you struggle to take the next step in decision making? Recognize what areas of your life you want to improve. Learn to accomplish what you have always wanted to do. Get out of the chicken coop and take flight!

How a Man Can Make It in a Woman's World!

-Presented by Mark Towers

A fun interactive session to end your day filled with laughter and prizes. The time for women has come! You are in a marvelous spot to be a big-time positive difference maker! Fasten your seat belt and come join us for a rousing finale to the conference — see you there!