

**2009-2010
Board of Directors**

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jdaughetee@honkamp.com

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**Past President
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Member at Large

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The Friedman Group
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President's Message by Jenny Daughetee, WLN President



Jenny Daughetee

An essential part of every successful individual, business or organization is the desire to receive feedback. Feedback is necessary, as it's the simplest way to determine your effectiveness. Although you may think that you are in tune with your customers and their needs, you may quickly find out that a great gap exists between how you perceive their needs and their reality.

However, equally as important as receiving feedback is the desire to make changes as a result of the feedback you receive. If you request feedback but never act on the comments you receive, you will not be able to make the improvements necessary to be successful, and you will quickly lose the respect and loyalty of your customers.

Feedback comes in many ways. It can be solicited or unsolicited, positive or negative, constructive or useless. Most often, feedback comes from your direct customers, members or supervisors. Providing those around you with a venue for giving feedback is the easiest way to open the lines of communication.

When analyzing your feedback, it is important to take the following into consideration: Is the feedback the result of a one-time occurrence? Have you received similar feedback from others? Are the requests reasonable? Will making a change benefit the organization as a whole, or will it only benefit the person providing the feedback? The answers to these questions will give you a strong indication of whether a change may be necessary.

Few of us are lucky enough to always receive positive feedback. Oftentimes, feedback can be critical. Although it's natural for you to react with some defensiveness, it is important to note that generally, the feedback is not intended to be personal, but simply to point out an opportunity for improvement.

The Women's Leadership Network routinely requests your feedback. At our events, evaluation forms are provided as a means to communicate this to us. Both our newsletter and Web site contain contact information for the board members, providing yet another way to communicate with us. This feedback is taken seriously, as it is circulated amongst our board members immediately after each event and discussed at each monthly board meeting. We make special note of our strengths mentioned but focus specifically on any opportunities for improvement.

Our goal is to always exceed your expectations, but sometimes we might fall short. We hope that you recognize our willingness and sincere efforts in providing you the best – from programming to networking opportunities to delicious food. If we do fall short of your expectations, please let us know. We will do all in our power to make it right and earn your respect and loyalty in the process.

SAVE THE DATE

Annual Meeting - Members Only

Tuesday, May 18, 2010

11:30 a.m. - 1 p.m.

Dubuque Golf and Country Club

Golf Outing

Monday, June 21

March Luncheon

Human Resource Panel

A large portion of our membership is somehow involved in human resources. Some are actual human resource professionals and many manage people. Therefore, we have invited several prominent human resource experts for a panel discussion to answer our burning questions.

What will be the questions? Well, you get to determine that. Upon arriving at the luncheon, you will be asked to submit questions you may have in the areas of hiring, firing, employee development and training, employment law, social media and the workplace, etc. This is your chance to get your questions answered by the experts!

WLN is proud to welcome the following panel:

- **Nikki Kiefer**, President and CEO of Sedona Staffing
- **Cheryl Syke**, Head of Human Resources for Medical Associates Clinic and Health Plans
- **Mary Tauger**, Human Resource Manager for Hormel Foods

Date: Tuesday, March 23, 2010

Time:

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

Where:

Holiday Inn
450 Main Street
Dubuque, IA 52001

Menu:

Chicken Supreme

Cost:

\$12 for members and
\$15 for guests and
late RSVPs. **This**

event is FREE for members and guests who attended the February luncheon. If you already paid, it will be addressed when you check in at the luncheon. See Holiday Inn's letter for details.

RSVP:

Noon, Friday, March 19. **(There is a \$3 additional fee for registering after this time so be sure to register early!)** Use the online registration form at www.dubuquewln.org.

Your feedback about the food and facilities from the February luncheon was shared with the Holiday Inn. Below is their response. We appreciate the Holiday Inn immediately and sincerely addressing the issues and hope you will take them up on their offer for the March luncheon.

Holiday Inn

DUBUQUE/GALENA

450 Main Street
Dubuque, IA 52001
Tel: 563/556-2000
Fax: 563/556-2303

Dear Women's Leadership Network Members:

I thank you for the opportunity given Holiday Inn to be a part of your monthly luncheon programs. Opportunities are earned through actions and are not to be taken lightly. That being said, I can tell you that our staff and I are embarrassed by the luncheon experience you had with us on February 23rd, and for that we apologize. I will not insult you by giving an excuse for our failure on the 23rd, but I will tell you that we have taken action to ensure that any future Women's Leadership luncheons that we have the honor of hosting will exceed your expectations as well as ours.

To make amends for the experience of February 23rd, we will provide the March 23rd luncheon on a complimentary basis to every member that attended in February. For those members that attended in February but cannot make the March luncheon, we will provide a coupon for a future luncheon. It is our hope that we can reverse the damage of our reputation done in February and that each of you will regain confidence in our ability to provide a quality experience.

Again, thank you for the opportunity to work with you and please accept our humble apologies.

Sincerely,



Norm Granback
General Manager

"I can be changed by what happens to me. but I refuse to be reduced by it."

- Maya Angelou

Spring into WLN!

Meet A Member

Chelsea Ellingson

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

I was born in Omaha, Nebraska at BoysTown, where I lived with my mom, dad and nine "brothers." My mother, Jacque, moved to Dyersville, Iowa where she met, and married Keith Rahe, and where I grew up with my three siblings. After going to school at UNI and living a short while in Dubuque, I am happy to call Dyersville my home again. When time allows, I also enjoy visiting my father, Rick, step-mother, Gina and two brothers in Waterloo. Needless to say, holidays are a very busy time for me.



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

I am the catering and convention service manager at the Grand River Center. At the GRC, I plan meetings, conferences and banquets for corporations, non-profits and associations. I enjoy serving the community and working in the beautiful Port of Dubuque.

3. What did you enjoy most about the January luncheon on the personal financial makeover?

I really enjoyed January's guest speakers, Deb Schroeder and Nancy Laugesen, from Dupaco. They did a wonderful job relating to the issues that all age groups within WLN may have to deal with or will in the future. They also provided an interactive environment which I appreciated.

4. Why did you join WLN?


While interning at the Dubuque Convention and Visitors Bureau, I had the chance to meet many people and great leaders in the community. I wanted to continue making those connections so I joined WLN. I believe that there are many talented and successful women in WLN and I am glad to be a part of it.

5. Who do you think is a great leader and/or what are the qualities of a great leader?

I think that my father, Keith Rahe, is a great leader. He has shown me what a great leader is by working hard and standing for what he believes in order to get to where he is today. He has shown me unconditional love and has always been there for me. With his example, I hope to one day be a person that my children and community look up to for support, guidance and as a great leader.

"Spring is nature's way of saying, 'Let's party!'"

- Robin Williams



WOMEN'S LEADERSHIP NETWORK

Women of Achievement Awards

The **Women's Leadership Network** invites you to nominate women in your organization, church, family and community who you feel deserve recognition for their tremendous impact and outstanding achievements.

Your nomination guarantees recognition of your nominee at the event. In addition, the Recognition Committee will select one or more outstanding honorees in each of the six nomination categories. *Nominee does not need to be a member of the Women's Leadership Network.*

NOMINATION FORMS ARE AVAILABLE AT: www.dubuquewln.org

Awards ceremony will be held April 27, 2010 at the Grand River Center. Contact **Wendy Wheelock** at 563-557-8271 ext. 130, or email wheelocw@nicc.edu with any questions.

DO YOU KNOW A WOMAN WHO DESERVES RECOGNITION? **NOMINATE HER TODAY!**

NOMINATIONS ARE DUE BY MARCH 31, 2010



Friday, April 9th, 2010
Dinner 5:30 pm
Trivia 7:00 pm

Knights of Columbus Hall—Top Floor
701 Laurel Street
Dubuque, IA 52001

All Proceeds Benefit

OPENING DOORS
Maria House • Teresa Shelter
Empowering Lives

**Not a trivia buff?
Come and enjoy dinner!**

Menu:
Hamburger Basket \$5
Hotdog Basket \$5
Cheeseburger Basket \$6
Chicken Strip Basket \$6
Nachos \$3
Popcorn \$2
Pop and Water \$1.50
Beer & Wine \$3

Trivia:
\$15 per person (\$8 per team)
Includes 10 rounds of trivia and cash prizes for winning teams!

Register your team at the door the night of the event. All individual participants will be teamed together.

For more information contact:
Opening Doors Maria House and Teresa Shelter 563.582.7480

Maria House and Teresa Shelter provide a warm inviting home and services for homeless women and children in our community.

February Recap

The topic was "Marketing your Business" for WLN's February 23, 2010 luncheon. Karen Ridings, owner of Marketing Matterz in Des Moines, discussed the definition of marketing, how it is different than sales, advertising and public relations, talking benefits rather than features, and the new wave of social media. The topic proved to be hot with many questions from the crowd about how marketing relates to customer service and company image. Thank you to Karen for sharing her marketing wisdom!



Welcome New Members!

Deb Denker

Manager of Human Resources,
Molo Companies

Melanie Flesch

Agent, New York Life

OPEN BOARD POSITIONS

WLN will have several board positions open that begin on July 1, 2010

Elected Positions

President-Elect, 1-year term (Currently running: Marcie Rowan)

Treasurer, 2-year term (Currently running: Crissy Thoms)

Appointed Positions

Special Events, 2-year term • Programming, 2-year term • Member-at-Large, 1-year term

If you are interested in any of the above positions, let any WLN board member know by Monday, March 22, 2010.

"A strong woman is a woman determined to do something others are determined not to be done."

- Marge Piercy



W O M E N ' S L E A D E R S H I P N E T W O R K

Women of Achievement Awards

The **Women of Achievement Awards** program is designed to recognize and honor women who have already provided or aspire to provide significant contributions in their professional role or the community as evidenced by:

- Contributions to addressing significant issues
- Positive influence in the community
- The application of creativity or innovation in solving problems or overcoming challenges
- Mentoring colleagues or others
- Sustained record of accomplishments and contributions in her field

Please consider nominating a deserving woman for this prestigious award. On April 27, 2010, the Women's Leadership Network will host a recognition event at which selected women and participating employers will be recognized. Nominees do not need to be a member of the Women's Leadership Network to be nominated. Women's Leadership Network's current president, president-elect and past recipients are not eligible for these awards.

Awards may be given to one or more women in each of the categories below.

CATEGORIES OF ACHIEVEMENT:

Please select one or more categories for your nominee based on the category definitions below.

- Achievements in Her Field:**
Accomplishments that go beyond a single company or organization and favorably contribute knowledge or benefit to an industry, profession or field.
- Growth and Accomplishments in Personal Life:**
Demonstration of accomplishments and/or obstacles overcome that have significantly enhanced honoree's personal life.
- Service and Support of Community:**
Contributions of time and effort made by the honoree within her place of employment or through personal/volunteer efforts to her community.
- Organizational Impact:**
Achievements or efforts of the honoree within her place of employment or volunteer environment that have significantly impacted the quality or enhanced the performance of the organization.
- Unsung Champion:**
A behind-the-scenes woman without whose efforts an enterprise could not have succeeded.
- The Wuppy:**
A young woman (between the ages of 20 and 40) who is demonstrating leadership ability within the community or her place of employment.

I nominate the candidate below as I feel she exemplifies strong leadership skills in the workplace, provides service and dedication to the community and is supportive of women.

Name of Nominee: _____

Title: _____

Address of Nominee (Street/City/State/Zip): _____

Telephone: _____

Nominee's Place of Employment: _____

Address of Employer: _____

E-mail: _____

Nominee's Manager Name: _____

Nominee's CEO/President Name: _____

Please describe why you are nominating this outstanding woman for the Women of Achievement Award for the category selected. (500 words or less. Feel free to use a separate sheet of paper.)

Submitted by: _____

Title/Relationship to Nominee: _____

Address (Street/City/State/Zip): _____

E-mail: _____ Telephone: _____

I wish to remain anonymous Yes No

My comments may be shared with Nominee Yes No

I give permission for my name, and possibly my nomination essay to be shared from the podium the night of the event. Yes No

PLEASE SUBMIT THIS FORM **BY NOON, MARCH 31, 2010** TO:

Wendy Wheelock, 680 Main Street, Dubuque, IA 52001 OR by fax: 563-557-0319; e-mail: wheelocw@nicc.edu.

QUESTIONS ABOUT THE NOMINATION FORM? Contact Wendy Wheelock at 563-557-8271 ext 130

QUESTIONS ABOUT THE WOMEN OF ACHIEVEMENT AWARDS OR WLN?

Contact Jennifer Steines, (WLN president-elect), at 563-589-2234 | jennifer.steines@usbank.com