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President's Message

by Pam Hillary, WLN President

Multitasking is a Myth, Part 2



Pam Hillary

I am quite sure that I have not convinced many of you of the pitfalls of multitasking from my letter to you last month. So I want to give you more information that I'm hoping will help you think about multitasking in a different way.

Multitasking is not the most useful way to show up in life. We have to work on being intentional and really focused on everything we do. Last month, I asked the question: "What if I treated everything like it mattered, such as people and conversations?" This is a great question to think about and actually answer for yourself. If I am going to treat things like they matter, that means that I must be present with each conversation I have. It means I am not thinking about what is going to happen next, what questions I am going to ask, and what my next appointment is.

Stephanie Wilson has written a book called "Organized for Success." She says that very effective executives tend to focus their attention, even if briefly, on the task or encounter immediately at hand. They are loathe to diffuse attention or allow themselves to be distracted. "The One Minute Manager" by Ken Blanchard also stresses how important it is to focus on the task at hand...then move to the next thing.

We have been distracted by the thought that we need to be better at multitasking. What it actually creates is the reduced ability to concentrate. Instead of trying to do five things at once, you can accomplish all five tasks more efficiently and faster by concentrating on one thing at a time.

FOCUS is the key! Ask yourself, on a regular basis, "What is my focus for right now, for today, for this week, for this month?"

Psychologist David Meyer from the University of Michigan tells us that multitasking contributes to the release of stress hormones and adrenaline, which can cause long-term health problems, if not controlled, and contributes to the loss of short-term memory. It also adversely affects how you learn. Even if you learn while multitasking, that learning is less flexible and more specialized, so you cannot retrieve the information easily. He says that there is a cost to the way our society is changing, and that humans are not built to work this way. We're really built to focus.

"Multitasking contributes to the release of stress hormones and adrenaline, which can cause long-term health problems."

— Psychologist David Meyer

Focusing is really about paying attention, and to take that to the next step, what is worthy of our attention? People who have achieved great things often credit their success with the skill of paying attention. So can we do this? Can we teach our children and grandchildren the fine tuned skills of focusing?

What we DO want to gain is wisdom, not suffer from "infomania"...that can only happen if we can truly start to focus and pay attention to the things in life that really matter. So here's the challenge: What are you going to focus on today, this week, this month and this year that is going to make your life turn out?

What's happening?

April Event: Women of Achievement Awards

WLN is hosting the annual Women of Achievement Awards on Tuesday, April 28, 2009 at the Grand River Center. WLN members are highly encouraged to attend this event, which is a large part of our mission: to recognize greatness among our tri-state businesses and organizations and to give back to our community.

If you have not already done so, please R.S.V.P. by Monday, April 20, 2009. Also, consider having your organization sponsor a table. Active and visible participation in this event sends a strong signal to your employees, award winners and guests that the tri-state area business community recognizes and appreciates top business performers.

Here are the details:

Date: Tuesday, April 28, 2009

Time: 5:30 p.m. Cash bar; 6:30 p.m. Dinner, 7:30 p.m. Awards dinner

Where: Grand River Center, Dubuque

Menu: Pecan chicken, Caesar salad, Dijon & thyme oven roasted potatoes, Riviera vegetable blend and cheesecake with red raspberry sauce or tiramisu

Cost: \$30/person or \$250 for a sponsor table of eight; (free for nominees)

RSVP: Mail check and RSVP card to: WLN Awards, 680 Main St, Dubuque, IA 52001 or call with credit card & payment information to 563-557-8271 x135.

Event details and invitation are online at www.dubuquewln.org/achievement.

In 2008, we recognized the following prominent women in our community for their professional, community and personal contributions:

- Marilyn Althoff
- Angelina Bertolini
- Sue Czesinski
- Sarah Davidson
- Teri Goodmann
- Nikki Kiefer
- Karen Kluesner
- Ellen Lau
- Jan Powers
- Carol Townsend

Join us this year as we recognize another group of outstanding women!

"Devoting a little of yourself to everything means committing a great deal of yourself to nothing."

*- Michael Le Boef,
Business Consultant*

UPCOMING EVENT:

Annual Meeting

Tuesday, May 19, 2009

11:30 a.m. - 1:00 p.m.

Dubuque Golf and Country Club

"Seeing Stars – Leadership in a New Time"

Sister Nancy Schreck, OSF



Meet someone new!

Meet A Member

Lisa Anderson

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

My husband, Mark and I have 3 children: Abigael (7), Ava (4) and Evan (10 months). I grew up in Dubuque but moved away for 13 years and returned to the area 3 years ago because my husband had a job opportunity in Dubuque. We love the area and keep very busy with three young children!



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

I am a sales representative for Express Employment Professionals. I assist area businesses with their staffing needs. We offer temporary, evaluation hire and direct hire services. I enjoy meeting the

area business owners and hiring managers. The variety of businesses that I work with keeps my job so interesting.

3. What did you enjoy most about the March luncheon?

The March luncheon was so enjoyable because Jim Jelinske is such an entertaining speaker. The topic of workplace bullies is relevant and Jim gave some great advice on dealing with that situation.

4. Why did you join WLN?

I joined WLN so that I could meet other women in the community and have the opportunity to share experiences. It is a great networking tool and the luncheons are always a good time.

5. Who do you admire?

I admire my parents because they built our family on faith and love. They always supported my choices and gave me the self confidence to believe that I could do anything if I just put my mind to it. I am trying to instill that same belief in my children!

"Multitasking is the art of distracting yourself from two things you'd rather not be doing by doing them simultaneously."

- Merlin Mann

WLN Golf Outing

Save the date for this year's **WLN Golf Outing on Monday, June 22, 2009** at Lacombe Golf Course in East Dubuque, Illinois. It will be a 1 p.m. shotgun start, 9-hole best shot event. We will end the tournament with a delicious dinner and fun raffle prizes.

Even if you are not a golfer, there are many ways you can participate in this event:

- 1. Donate a raffle prize...from yourself.** As you are running around town, and you come across a great bargain on something, consider purchasing it and donating it to the golf outing! Marcie Rowan shared this idea when she came across some wonderful books for sale at a bookstore. There are great bargains to be had out there so please consider a donation to the golf outing.
- 2. Donate a raffle prize...from your business.** These are always greatly appreciated, and we give recognition to that business during the raffle.
- 3. Attend the dinner.** It's always a blast to hear the buzz from the golf course and enjoy a wonderfully catered dinner. Also you'll want to test your luck during the raffle!
- 4. Sponsor a hole.** New this year are hole sponsorships for only \$100. Your business will have a sign at that hole, an opportunity to promote the business, and a special activity at the hole if desired.

There are no price changes from last year. Golf, cart and dinner is only \$40/person. Golf & cart only is \$25 and dinner only is \$20 (all prices include one raffle ticket).

Proceeds from this event are used to honor our community women at the annual Women of Achievement Awards. So please participate in any way you can!

To donate a raffle prize, donate your time, or sponsor a hole, please contact WLN member Kristie Fens at 563-582-1450 or kristief@bbmins.net. Look for the golf outing registration form in the May newsletter.

March Luncheon Recap

On Tuesday, March 24, 2009, WLN welcomed Jim Jelinske, owner of Creative Education Services. Jim informed and entertained us with his energetic style! He shared information about "work place bullies".....people who "rub us the wrong way." He gave us concrete examples of dealing with people in the workplace who are "sometimes difficult." He also shared how our point of view can affect how we see people.....we need to understand where they are coming from. A great take-away for the day was the two aspects of working with people that are so important: trust and respect. Thank you, Jim, for a wonderful presentation on a much desired and needed topic, thank you to NICC for hosting, and thank you to all of the attendees who took time out of their busy days to learn more about this important topic!



*"Creativity
comes from
trust.*

*Trust your
instincts.*

*And never
hope more
than you
work."*

*- Rita Mae
Brown*

Congratulations!

Congratulations to **Viva Betzner** on her new position as residence sales manager at Dubuque Retirement Community!

New Members

Chrissy Hogue
New York Life

Brenda Herber
DuTrac Community Credit Union

Shannon Lundgren
Best Western Midway & Champps

Sandra Nichol
Oncology Associates

Susie Peterson
Liberty Bank

Whitney Saxe
O'Conner & Thomas, P.C.