

## 2009-2010 Board of Directors

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Honkamp Krueger  
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### Programming

**Viva Betzner**  
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### Special Events

**Marcie Rowan**  
NICC  
rowanm@nicc.edu

### Member at Large

**Sandi Swift**  
The Friedman Group  
swifts@friedman-group.com

## President's Message by Jenny Daughetee, WLN President



Jenny Daughetee

**May I have your attention please?** WLN is looking for some amazing women! Imagine how many outstanding women of this community are deserving of recognition for their talents and accomplishments – it's finally time to salute these women!

WLN created the Women of Achievement Awards to recognize and honor women who have already, or aspire to, provide significant contributions in their professional, personal and volunteer roles in the community as evidenced by contributions to addressing significant issues, being a positive influence in the community, applying creativity or innovation in solving problems, overcoming challenges, mentoring colleagues or other, and sustaining a record of accomplishments in and contributions to her field. In its first two years, over 140 women have been nominated, with 22 of these women selected for the awards...and we're just getting started!

Think of the women you know who are entrepreneurs, great thinkers, innovative and exciting to be around. Think of women in the corporate world or those involved in non-profit organizations who work tirelessly without recognition. They work, support their families, participate in the community, and do it all with flair. WLN wants their names!

We encourage you to nominate a deserving woman for this prestigious award. You need not be a member of WLN to be nominated, nor to nominate another, so please

share this with others. All nominees will be honored, and awards may be given to one or more women in each of the categories below:

- **Achievement 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 has 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.

The nominees and award winners will be announced at our 3rd Annual Awards Ceremony on Tuesday, April 27, 2010, at the Grand River Center. Please plan to attend this amazing event and help us recognize these incredible women!



The nomination form can be found on page 5 of this newsletter and online at [www.dubuquewln.org](http://www.dubuquewln.org). Nominations are due by March 31, 2010.

# February Luncheon

## Marketing Your Business

WLN is excited to welcome Karen Ridings, principal and owner of Marketing Matterz in Des Moines, to discuss "Marketing your Business."



In 2009, Karen opened a marketing consulting practice. She named her business Marketing Matterz because she passionately believes it does. As an independent marketing consultant, Karen helps organizations better understand these four things:

1. Who their customers are
2. The difference between marketing and sales
3. That purchasing decision are made emotionally, with a lot of factual support to back them up
4. Consumers purchase product benefits not features

Karen ties everything together in a marketing blueprint that outlines the action steps her clients need to meet their business objectives.

Before moving to Iowa six years ago to become the vice president of marketing at Clarke College, Karen held a variety of positions at several national advertising agencies including Ogilvy & Mather and McCann Erickson, San Francisco and Cole & Weber, a division of Ogilvy & Mather in Seattle. While in Seattle, she was vice president of marketing for Point.com, a one-stop online store for cell phones and service. She was also an independent marketing consultant whose clients included Apple Computer, AT&T Wireless and Microsoft.

During this luncheon, Karen will provide you with an overview of how you might want to approach marketing your own business. No surprise she'll spend a bit of time talking about four of her favorite topics:

1. How much do you really know about your customers?
2. Marketing and sales should be in alphabetical order.
3. Even if you tell everyone you bought that new hybrid Prius because it saves gas, you're really in love with it because it's hot pink.
4. When's the last time you purchased a pair of black pants because they had cuffs? You really bought them because they make your butt look smaller.

Karen will also delve into social media – Twitter, Facebook, LinkedIn, etc., as well as the value or branding and everyone's favorite radio station – WIFM – What's In It For Me.

### MEETING INFORMATION:

**Date:** Tuesday, February 23, 2010

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

**Where:** Holiday Inn  
450 Main Street  
Dubuque, IA 52001

**Menu:** Tortellini Alfredo  
coffee, water and iced tea

**Cost:** Member price: \$12.00  
Non-member price: \$15.00  
and late RSVPs

**RSVP:** Noon, Friday, Feb. 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](http://www.dubuquewln.org).

*"Every day brings a chance for you to draw in a breath, kick off your shoes, and dance."*

*- Oprah Winfrey*

### Upcoming Event



#### Human Resource Panel

Tuesday, March 23, 2010

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

Holiday Inn Dubuque

Register online at [www.dubuquewln.org](http://www.dubuquewln.org)

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](http://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](mailto:wheelocw@nicc.edu) with any questions.

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

**NOMINATIONS ARE DUE BY MARCH 31, 2010**

*"Better to have loved and lost, than to have never loved at all."*

*- St. Augustine*



### NURTURING THE FEMININE SPIRIT: Top 10 Wellness Habits

Thursday, March 18  
6:30 - 8:30pm

**Presenter:**  
**JULIA THEISEN**  
Co-owner,  
Body & Soul  
Wellness Center  
and Spa

Julia says, "In this practical, fun and interactive presentation you will learn 10 of the most profound lifestyle habits you can adopt to significantly improve your life – INSTANTLY. Are you ready? Let's Go!"

Offering: \$15. Registration / prepayment deadline: Monday, March 15.

**Includes:**  
beverages & light  
hors d'oeuvres  
social to begin  
the evening.



**TO REGISTER, call 563-582-3592**

## Become a Fan

WLN is now on Facebook! Search for Women's Leadership Network Dubuque and press the "Become a Fan" button.



# January Recap

## Personal Financial Makeover

Based on the number of questions and the recent economic mess, the January luncheon was a perfect time to talk about personal finances. WLN welcomed two of our members, Deb Schroeder and Nancy Laugesen from Dupaco Community Credit Union, who led an interactive session on personal finances including budgeting, saving for retirement and understanding credit reports. Thank you to Deb and Nancy for sharing your financial knowledge, thank you to members for attending and thank you to the Holiday Inn for being wonderful hosts!



*"Research shows the presence of women raises the standards of ethical behavior and lowers corruption."*

*- Hillary Clinton*

## Member News

**Jackie Oliver**, director of sales for the Holiday Inn Dubuque/Galena attended the Kineth Hospitality Leadership Conference on January 18 in Council Bluffs, IA. At the awards ceremony, Jackie received the Director of Sales of the Year Award.

**Way to go, Jackie!**

## Welcome New Members!

**Rose Bowen**

Training Consultant/Trainer  
Dale Carnegie Training

**Rita Helle**

Accountant Executive,  
Employee Benefits  
The Friedman Group



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.)**

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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