

**2011-2012  
Board of Directors**

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

**President Elect**  
**Lynne Hager**  
American Trust  
lhager@americantrust.com

**Past President**  
**Jennifer Steines**  
Midwest Medical Center  
jsteines@  
midwestmedicalcenter.org

**Secretary**  
**Barb Myers**  
Mercy Medical Center  
myersbl@mercyhealth.com

**Treasurer**  
**Crisy Thoms**  
Thoms and Company  
cthomsca@gmail.com

**Communications**  
**Nicole Gantz**  
Honkamp Krueger  
ngantz@honkamp.com

**Membership**  
**Mary Ann Conzett**  
John Deere  
conzettmarya@  
johndeere.com

**Special Events**  
**Chelsea Ellingson**  
Grand River Center  
cellingson@  
grandrivercenter.com

**Programming**  
**Nicole Pfeiffer**  
Cottingham & Butler  
nicolejpfeiffer@gmail.com

**Member at Large**  
**Zoe Houlihan**  
Catholic Charities  
zhoulihan@live.com

## President's Message by Marcie Rowan, WLN President



**Marcie Rowan**

Welcome to a new year of Women's Leadership Network. I'm excited to be your new president. I want to hear from you and answer questions, thoughts or suggestions you have to enhance value to our WLN members.

Our programming line-up this year is awesome. We are focusing on building our professional development skills. The July luncheon will feature Lori Thielen and discuss goal setting. I encourage you to take part in our monthly meetings, volunteer on committees, and attend the 9th annual leadership conference on Wednesday, September 28, 2011. Registration is now available on our website at [www.dubuquewln.org](http://www.dubuquewln.org).

My great friend, Mark Tower, who many of you know, sent me this article a few months ago. I hope you find the article useful and find parts that you can relate to.

### ***What to Do at Work Each Day: Stuff That Makes You Stand Out!***

In order to stand out, there are certain things that you need to embrace and do each day. These items will keep you pumped up, keep your colleagues wondering what you are up to, and, in turn, make for a much more vibrant team/organization.

1. Take one hundred percent accountability and responsibility for your happiness and your life's situation. Don't finger point or complain. Bear in mind that most people don't care about your problems and some are glad you got 'em.

2. Delight a customer (either an internal or external one) by noon each day. The ability to "WOW" someone is something that cannot be taught. It can only be delivered. I'm not talking about something grandiose. Do a simple WOW that is bound to make a big difference for somebody. Make it happen by noon.

3. Everyone loves a positive result. Deliver at least one tangible, one before you go home. When we were first married, I had a second job at McDonald's. The manager was a stickler for cleanliness. I made it my job to shine the outside doors to the large stainless steel cooler before leaving to go home. I enjoyed supplying that result, and I was grateful for having that part-time job that helped feed and clothe my family.

4. Seek to create good morale or buy into the efforts of the people who are attempting to better morale. Never speak negatively about the morale in your organization. People want to work in a place that is meaningful, challenging and fun. Some days, I'll pass out candy or share something funny I found out on the internet. Laughter....don't leave home without it.

5. Don't gossip, lie, humiliate or exclude others. Sydney Harris once said, "The three hardest things to do in life are return love for hate, include the excluded and admit you are wrong."

As a mentor once shared with me, "You cannot always be outstanding, but you better stand out." I believe the five strategies above will serve a dual purpose... they will enable you to be both outstanding as well as stand out. Enjoy your work day and be exactly who you are.

# July Luncheon

## Get Busy Living: WLN Brings Goal Setting to Life

Do you ever feel like you are just going through the motions in life? Or maybe you know what you want to accomplish, but you get so side tracked multiple competing priorities.



Lori has held high-level positions at Prudential Retirement & Investment Services, The Durrant Group, and today is the senior vice president of organizational effectiveness at Heartland Financial USA, Inc., in Dubuque.

Lori believes in giving back to her community and serves on numerous local boards and committees. She holds a bachelor's degree in accounting from Loras College, an MBA degree from the University of Iowa and recently graduated from American Banker's Association, Graduate School of Banking.

If you are pulled in a million different directions like the rest of us, do yourself some good by taking one hour to join us at the next WLN Luncheon on July 26 at Hotel Julien. In our monthly luncheon, local business leader Lori Thielen, SVP of Heartland, will share with you some goal setting techniques and even help you with setting some personal goals of your own. You'll hear from a couple WLN members on their goal setting success and why they have made goal setting a regular routine in their lives. We hope you come away inspired to try out our techniques, set some personal goals, and work toward accomplishing your aspirations!

### About our Guest Speaker

Lori Thielen is a business executive who has spent over 20 years in the financial industry in various positions and has gained a variety of experiences – both professional and personal. She brings passion and energy to work, home and life.

## Membership Renewal Reminder

By now, everyone should have received a renewal invoice via email from WLN treasurer, Crissy Thoms. Be sure to promptly renew your membership so that you stay in good standing.

If you have any membership renewal questions, please contact Crissy Thoms at [cthomsdpa@gmail.com](mailto:cthomsdpa@gmail.com).

We look forward to having each and every one of you join us for another fantastic year!

### MEETING INFORMATION:

**Date:** Tuesday, July 26, 2011

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

**Where:** Hotel Julien  
200 Main Street  
Dubuque, IA 52001

**Menu:** Tuscan chicken salad, apple dumpling dessert, water, iced tea and coffee

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

**RSVP:** Noon, Friday, July 22. **(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).

## REGISTER NOW!

### August Luncheon

Topic: IQ or EQ? Why Emotional Intelligence Matters for Leaders

Tuesday, August 23, 2011

11:30 a.m. – 1 p.m.

Location: Holiday Inn Dubuque

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

*"When we do the best that we can, we never know what miracle is brought into our life, or in the life of another."*

*- Helen Keller*

Meet a Member

Lori McKinley

1. Tell us about your family and social life. I am married with two children, Connor & Ella. I like to play volleyball, golf and read.



2. Where do you work and what is your position? I work at the East Central Intergovernmental Association (ECIA), Region 1, the Promise Jobs Program Supervisor.

3. What did you enjoy most about the WLN golf outing? I liked getting together with co-workers and enjoying a beautiful day.

4. How is being a member of WLN valuable to you? I really like the variety of speakers and information shared.

5. What are the qualities of a great leader? Someone who can listen first, then make decisions when they have all the information.

Board Member Spotlight

Chelsea Ellingson

1. Describe your role on the board. I am the director of special events and new to the board this year. I look forward to planning the Women of Achievement dinner, Golf Outing, WLN Conference, annual meeting and holiday luncheon.



2. Where do you work and what do you do there? I am the senior sales and catering manager at the Grand River Center. I work with corporate companies, state and national associations and other organizations that visit our beautiful city. My responsibilities are to plan and detail their meeting and banquet needs and make sure we execute them.

3. Tell us about your family. I recently built a home in my hometown, Dyersville. I am happy living in Dyersville and being able to spend time with family as I am the oldest of five siblings. I also enjoy golfing, spending time with friends, sports activities, nightlife and working around my house.

4. What is your leadership style? I lead by example and am hands on. I think it is important to have experience in all aspects of your work in order to understand the importance of another person's role. I also believe in developing a team in order to maximize your success.

5. What advice do you have for future leaders? Become involved. Get experience. Collaborate with others in order to create partnerships. Have passion and be dedicated.

"There can be no happiness if the things we believe in are different from the things we do."

- Freya Stark

WLN Member News

ON THE MOVE!

Congratulations and best wishes to the following members who have taken on new careers!

- B'Ann Dittmar will be an instructor for Clarke University's business department teaching management courses starting the fall of 2011. She will also be pursuing her doctorate.
Jennifer Steines is now the controller at Midwest Medical Center in Galena.
Shelby Wartick is now the marketing and public relations director for ARC.

# WLN Happenings

## Earn \$20 through the WLN Membership Drive

WLN is looking to increase membership by 20 new members in the upcoming year. We need your help, and you will be able to help yourself at the same time.

For every new paid member you recommend from July 1, 2011 to September 15, 2011 WLN will give you a \$20 bill...what a deal!

When your friend, co-worker or family member completes the membership application, have them include your name in the "How did you hear about WLN?" field and select New Member for the Type of Membership.

The following link will take you to the membership application:  
<http://dubuquewln.org/application.html>



As you know, WLN provides opportunities to learn new skills, meet other wonderful and talented women from the community, and are given reduced cost to the fall leadership conference and the spring Women of Achievement banquet.

Any questions or concerns can be directed to any WLN board member. We look forward to giving out lots of \$20 bills!

Please note: In order to collect your \$20 bill, you must be a member in good standing.

*"Dance like nobody's watching, dream like you will live forever, live like you're going to die tomorrow and love like it's never going to hurt."*

*- Meme Grifsters*



Leading on All Levels

## Choosing Your Path

9th Annual Women's Leadership Conference  
A one-day conference designed to promote professional and personal development for women.

Wednesday, September 28, 2011 • 8:00 am - 4:30 pm

NICC Town Clock Center for Professional Development • 680 Main Street - Dubuque, IA • [www.dubuquewln.org](http://www.dubuquewln.org)

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