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## President's Message by Jennifer Steines, WLN President



**Jennifer Steines**

March brings a flurry of activity for WLN with work on our signature event, Women of Achievement (WOA). It's an exciting time when nominations begin to come in and the anticipation for the event begins. This year's event is the 4th annual and is on Thursday, May 12th at

5:30pm at the Grand River Center. You can check out information about the event and view the nomination form on our Web site, [www.dubuquewln.org](http://www.dubuquewln.org).

I have co-chaired and chaired this event the last two years and each year the dedication of board and committee members amazes me. I am very proud of this event, and as WLN members, I hope you are proud also. It is one of WLN's signature events and was started as a way for WLN to give back to all women in our community. However, one thing has stuck with me the last two years; the participation we receive from our members in regards to nominations and attendance has been lacking. This year we would like to change this and have made some adjustments to make it easier to nominate someone and have made it more affordable for our members to attend.

Our form is completely online this year and was re-formatted to be more user-friendly. You can still choose to nominate someone in one or more of the award categories, but from there you complete two standardized questions about the person. You then answer a standardized question for one or all of the fields in which you nominated the person. The improved form will give you better direction when formulating your nomination and will standardize each nomination for the awards committee so they are reviewing the same information for each nominee.

I would like to note you need to complete the online form in its entirety and that the form can not be saved, so please give yourself ample time to complete the nomination. I also would like to point out we have asked you not to use the nominee's name within the questions answered this year other than the contact section. This allows our awards committee the ability to make a completely unbiased selection for each category, since the committee will not see the nominee's name. Nominations are due by 5p.m. on Friday, April 8.

If the ease of the nomination process or the fact you know someone fabulous and deserving of an award is not enough for you to nominate someone, then do it to win free admission or a free luncheon! At the April WLN luncheon, we will award the member with the most complete nominations submitted by Monday, April 25 free admission to WOA. We will also conduct a random drawing of all members who have submitted a nomination for a free WLN luncheon.

Along with encouraging our members to nominate someone, we would love to have you attend the event. This year, WLN members get a \$5 discount on individual pricing and we have added special "BFF" tables. The BFF tables allow you to purchase a table for a night out with you and your friends. These are special tables, as they are priced lower than our sponsor tables and include signage and fun night-out gifts! A final way to attend would be to encourage your employer to sponsor a table and take the opportunity to enjoy an evening with fellow co-workers.

I hope all of you like the changes we have implemented this year and it encourages you to nominate someone and also attend the event. It is sure to be another fabulous evening. Don't forget to go out to the WLN Web site and see all of the changes and updated nomination form!

# March Luncheon

## Presenting a Professional Image: Part 1

WLN's March luncheon is part one in a two-part series about presenting a professional image in the workplace.

Part one is on business etiquette and behavior. It will be presented by Twila Imhof of Sedona Staffing. Twila is the director of national accounts for Sedona AG Services in Dubuque. She has 17 years of experience in sales and sales management which has given her the opportunity to develop professional client relationships with several Fortune 500

companies. She has worked at various levels within these organizations, from CEO to front line managers, which has allowed her to enhance her professional "relationship" skills and to share her learnings. She has conducted several seminars for other organizations on the topic of building and maintaining professional relationships. Join us as Twila shares with us how to present a professional image in the workplace.

### MEETING INFORMATION:

**Date:** Tuesday, March 22, 2011

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

**Where:** Diamond Jo Casino  
Banquet Room, 2nd Floor  
301 Bell St  
Dubuque, IA 52001

**Parking:** Recommended to park in the parking ramp on the 2nd or 3rd level. Go in the door marked "Casino." Walk through the bowling alley area, past Mojoes and around to the banquet rooms.

**Menu:** Two-piece Chicken Cacciatore, garlic mashed potatoes, chef's choice vegetable, dessert, ice tea and coffee

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

**RSVP:** Noon, Friday, March 18  
**(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).

### Welcome New Members!

#### **Katina Busch**

Quality Engineer  
John Deere Dubuque Works

#### **Lisa London**

Consultant  
London Consulting

## OPEN BOARD POSITIONS

**WLN has several board positions open that begin on July 1, 2011. Responsibilities of each position are available for your review on our WLN website at [www.dubuquewln.org/forms.html](http://www.dubuquewln.org/forms.html)**

### **Elected Positions**

President-Elect, 1-year term (Currently running: Lynne Hager)  
Secretary, 2-year term (Currently running: Barb Myers)

### **Appointed Positions**

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

If you are interested in any of the above positions, please contact Jenny Daughetee - [jdaughetee@honkamp.com](mailto:jdaughetee@honkamp.com), or any WLN board member by Thursday, March 31, 2011.

*"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."*

*- Margaret Mead*

## Meet a Member

*Ashli Armstrong*

**1. Tell us about your family and social life.**

I am originally from Sioux Falls, SD. I have a twin sister in California (who is moving to Iowa City in two weeks) and an older sister in my hometown. In my free time here in Dubuque I mentor at Sageville School, teach Junior Achievement and volunteer at the Mississippi River Museum at least once a month. I just recently became more involved in the WLN after attending the conference last fall and VNA Junior Board in Dubuque. I want to try and set up a women's group at John Deere as a long term goal. Hobbies include event planning, volleyball, softball and hockey.



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

I work at John Deere in the test group. I am a noise, vibration and harshness engineer for

motor graders, excavators and most recently four wheel drive loaders and backhoe loaders. I work to make machines quieter (interior and exterior) and make sure that machine vibration does not interfere with component durability and operator comfort.

**3. What did you enjoy most about the February luncheon?**

I enjoyed both the timing and the speaker. I recently took a promotion at JD and have had to work and prioritize two positions simultaneously since October. I also liked that he had advice not only for work place time management but at home as well.

**4. What are the qualities of a great leader?**

The qualities of a great leader include leading by example and good ethics. One way to measure leadership is of the success of the people being led or the team relations. I think the results whether good or bad reflect on the leadership given. Also, a good leader should be opposed to adversity and open minded and always welcome an opinion different from their own.

## Board Member Spotlight

*Marcie Rowan*

**1. Describe your role on the board.**

I am the President Elect for WLN. My role is to assist with special projects and assist the President with any of her roles. I joined WLN over six years ago and have been a part of the board for six years. Three years I chaired the programming position, two years specials events and my current role.



**2. Where do you work and what do you do?**

I work at NICC Town Clock Center for Professional Development for over six years. My title is Business Program Manager. I develop and coordinate professional development opportunities for businesses, insurance, real estate, cosmetology, legal, human resources, and computers.

**3. Tell us about your family.** Ed and I have been married for over eight years. We live on a farm south of Bellevue. We adopted four children: Teresa 8, Grace 6, Lee 3, Mason 2. I love being a wife and mother. Outside of family time, I enjoy being with my friends and of course shopping. I have a passion for volunteering. I'm a CCD teacher, I volunteer at my church and at the Andrew School where my children attend school.

**4. What is your Leadership Style?** Service and Influence are the best way to describe my leadership style. To me, leadership is not about what I say or do... is about how I make others feel. Every day I do my best to do the ordinary extra ordinary.

**5. What advice do you have for others?** Do something every day to make a small difference in the world and surround yourself with people who mirror your best self!

*"I think the key is for women not to set any limits."*

*- Martina Navratilova*

# February Luncheon Recap

Time management is something most WLN members want to improve on so we invited Ronn Toebaas to discuss this topic at our Tuesday, Feb. 22, 2011 luncheon. Some advice Ronn gave attendees: Break things down into smaller, more manageable tasks; it's OK to say no and if you feel bad, help them find an alternative; when prioritizing your day, start with A1 most important just in case you get interrupted, you've done the most important item already. Thank you Ronn for some sage advice (now we just need to follow it!), and thank you to the Diamond Jo for a wonderful lunch!



*"If you have knowledge, let others light their candles in it."*

*- Margaret Fullers*



## Register Now!

### **April Luncheon**

Tuesday, April 26, 2011

11:30 a.m. – 1 p.m.

Topic: Presenting a Professional Image

Part 2: Office Dress & Fashion Show

Speaker: Jessica Rose,

Jessica Rose Styling

Location: Hotel Julien, Dubuque

**Register online at**

**[www.dubuquewln.org](http://www.dubuquewln.org)**



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

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## 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.*

Awards ceremony will be held Thursday, May 12, 2011 at the Grand River Center. Contact **Marcie Rowan** at **563-557-8271 ext. 139**, or email **rowanm@nicc.edu** with any questions.

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

Nomination forms are available at: [www.dubuquewln.org](http://www.dubuquewln.org)

**NOMINATIONS ARE DUE BY APRIL 8, 2011**