

**2008-2009
Board of Directors**

President
Pam Hillary
Kneading Minds
phillary@mchsi.com

President Elect
Jenny Daughettee
Honkamp Krueger
jdaughettee@honkamp.com

Past President
Wendy Wheelock
NICC
wheelocw@nicc.edu

Secretary
Carrie Cannon
Sedona Staffing
Services
carrie@careerpros.com

Treasurer
Crissy Thoms
Thoms and Company
cthomsdpa@gmail.com

Communications
Nicole Gantz
Honkamp Krueger
ngantz@honkamp.com

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

Programming
Viva Betzner
Home Instead
Senior Care
vbetzner@surfmk.com

Special Events
Marcie Rowan
NICC
rowanm@nicc.edu

Member at Large
Jennifer Steines
U.S. Bank
jennifer.steines@
usbank.com

President's Message

by Pam Hillary, WLN President

Multitasking is a Myth, Part 1



Pam Hillary

Many of you know that I am an executive coach, and I've had clients ask me to coach them on being "better at multitasking." After a rather lengthy discussion about the myths of multitasking, I can usually convince them to work

on focus and clarity, which is pretty much the opposite of multitasking!

It seems that multitasking is part of who we are...trying to do as many things as possible, as quickly as possible, never giving anything our full attention. This is not a new concept. In 1740, Lord Chesterfield offered this advice to his son, telling him that singular focus was a sign of intelligence: "This steady and undissipated attention to one object is a sure mark of a superior genius; as hurry, bustle and agitation are the never-failing symptoms of a weak and frivolous mind."

With all the gadgets we have today, this seems to be in opposition to the way we think and work. We do e-mail, talk, answer the phone, watch TV, read newspapers and text simultaneously. Not only is this apparent in our work life, but at home with our children as well. Teenagers seem to be the "masters of multitasking!"

I don't need to tell you of the dangers of multitasking while you are driving. Last week, I decided to notice how many people at a stop light were on the phone, completing this exercise six times. Based on eight cars that I could easily see from the stoplight, the average number on the phone was five of eight. The bad news is I was multitasking! We have all heard of the dangers of driving and cell phone use, yet we continue to use our phones while driving.

In 2005, a study done by the Institute of Psychiatry at the University of London found, "Workers distracted by e-mail and phone calls suffer a fall in IQ more than twice that found in marijuana smokers." They described this behavior as "infomania" and a serious threat to workplace productivity. Another study at University of California at Irvine that monitored interruptions among office workers found that workers took an average of twenty-five minutes to recover from interruptions such as phone calls or answering e-mail and return to their original task. Extreme multitasking, based on research by Basex, tells us that multi-tasking cost the U. S. \$600 billion a year in lost productivity. (1)

"It seems that multitasking is part of who we are...trying to do as many things as possible...never giving anything our full attention."

Jane Healy reported in the San Francisco Chronicle that she worried that as the current generation reaches adulthood, they will become adults who engage in "very quick but very shallow thinking."

So, as leaders, how are we showing up in life in relation to multi-tasking? What if we treated everything like it mattered, such as people and conversation? Did you know that Bill Gates will not read while he is exercising, because he wants to concentrate on exercising? Multitasking reduces your ability to concentrate...and in April's newsletter, I'll talk about how we can go to work on managing our own issues with multitasking.

(1) Quotes and statistics from THE NEW ATLANTIS, article by Christine Rosen. Special thanks to Paul Axtell for teaching me about multitasking.

What's happening?

March Luncheon: Battling Workplace Bullies a/k/a "The Toxic Workplace"

When we ask for "topics of interest" from our members, popular suggestions are: workplace bullies, overcoming a toxic work environment, dealing with negative people, etc. Therefore, we invited Jim Jelinske to present his program, "The Toxic Workplace" at our March Luncheon.



Jim Jelinske

This luncheon program is an opportunity to become aware of what constitutes bullying and harassment on the job. Every day, in every workplace, someone is talking behind someone's back, spreading a rumor, putting someone down or just flat out being mean. Develop the skills necessary to prevent, intervene and report behaviors that cause unwanted stress in your workplace.

Notice: This program requires no physical fitness. Everyone gets enough exercise jumping to conclusions, flying off the handle, knifing friends in the back, dodging responsibility and pushing their luck.

Jim has spent 22 years working in the human service field in Wisconsin, Illinois and Iowa. Jim is the owner of Creative Education Services, which conducts various programs for businesses and schools. Jim has trained adults on the topics of communication, crisis intervention, stress management and humor for the past ten years. He has presented workshops, keynote speeches and conference sessions to hundreds of schools, businesses and organizations in violence

prevention and bullying since 1990. He has traveled throughout the U.S. and Canada teaching others how to prevent and intervene in violent situations. Jim's sense of humor, magic effects, juggling and passion to decrease violence help to bring understanding and enlightenment to those who hear his message.

Date: Tuesday, March 24, 2009

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

Where: NICC Town Clock for Professional Development
680 Main St., Downtown Dubuque
Parking is FREE if you park in the Iowa Street ramp. Bring your ticket to the luncheon and we will validate the parking.

Menu: Grilled Chicken Cobb Salads
Main Street Cheesecakes
Water, coffee and iced tea

Cost: Member price: \$10.00
Non-member/Guest: \$15.00

RSVP: E-mail march@dubuquewIn.org
by Friday, March 20.

"Spring is when you feel like whistling even with a shoe full of slush."

- Doug Larson

UPCOMING EVENT:

Women of Achievement Awards
Tuesday, April 28, 2009
5:30 p.m.

Grand River Center

(see last page of newsletter for more details)

New Members

Angela Bennett

Dardis Communications

Joy Kaiser

Medical Associates
Health Plans & Clinic

Sue Lemon

Sunset Park Place

Jessica Mihalakis

SendOutCards

Meet someone new!

Meet A Board Member

Marcie Rowan



1. What is your position on the board? How did you come to be on the board?

I am the special events chair. I became involved in WLN because I believe in the mission. I started working on the Women's Leadership Conference committee and decided to go for a board position.

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

I work at Northeast Iowa Community College where I am a business program manager. I am responsible for working with businesses in the community to create training opportunities to enhance skill development. I also create programming for real estate, insurance, non profit, cosmetology and auto dealers.

3. Tell us about your family life. My husband, Ed, and I have been married for six years. We live on a farm south of Bellevue. We have two daughters. Teresa is six and Grace is four. We also have two foster brothers, ages 3 months and 18 months.

4. What do you like to do for fun? I spend time with my family and friends. I also enjoy golfing and shopping with girlfriends. When time allows, I love to decorate my home.

5. How would you describe a great leader?

A great leader is someone who demonstrates their leadership. A great leader will motivate and inspires others to do their best.

6. What words of wisdom do you have for WLN members?

Time is something we can never get back. Once it's gone, it's gone for good. Manage your priorities and don't lose site of your goals.

Meet A Member

Shannon Singsank



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

I grew up in Dyersville, IA where I attended Beckman High School. I graduated from Clarke College in Dubuque majoring in communications with emphasis in marketing, PR and journalism. I have one brother, Josh, who is currently attending Iowa State University. My family is very important to me. We love spending summer vacations on Lake Okoboji, golfing and family BBQs.

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

I recently joined the team at OnMedia Advertising as an account executive. OnMedia is the advertising division of Mediacom. We place local advertising on 41 national networks, reaching 27,500 subscribers in the Dubuque area. I love being able to help my clients with unique marketing ideas.

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

I enjoyed learning all about the reflex points in my feet and hands. I found it very interesting and a helpful way to relax! I do admit going back to the office after the luncheon and trying out the golf ball on my feet; it was great!

4. Why did you join WLN?

I joined WLN for an opportunity to meet successful women in Dubuque. I believe what many have said: If you surround yourself with successful people then you will have no choice but to be successful.

5. Who do you admire?

I admire my parents, Tim and Joyce. They have taught me great work ethic, the importance of my faith, family and friends. I love my mom's energy, giving spirit and optimism and my dad's dedication and resilience. The have been great mentors in my life and for that I am very thankful.

"Spring has returned.
The Earth is like a child that knows poems."

- Rainer Maria Rilke

February Luncheon Recap

One of the most common topics requested from our membership is on health issues. As a result, we invited Mary Benedict from *Integrating Wellness* to discuss reflexology for our February 24, 2009 luncheon.

Mary discussed with the group what reflexology is and the major benefits of reflexology, which include pain relief and adjusting the body to natural balance. She also shared her hands and feet charts and gave us all golf balls so that we could practice reflexology at home (or in the office!).

Thank you, Mary, for sharing your techniques with us! Also, thank you for giving away the following prizes:

- 20% off a reflexology session to Kitty Cavanaugh and Wendy Wheelock
- \$5 off a reflexology session scheduled in the next three months to all attendees
- Free reflexology session to Tami Konzett and Jenny Schrobilgen



"The day
the Lord
created hope
was probably
the same
day he
created
Spring."

- Bern
Williams

Treat your office staff to this
delicious & fun annual event!

**ADMINISTRATIVE PROFESSIONALS LUNCHEON:
Life Is Too Short!**



**Wednesday, April 22
11:30am - 1:00pm**

PRESENTER: Lori Thielen
Senior Vice President, Organizational
Effectiveness, Heartland Financial USA, Inc.

Lori, well-known in Dubuque for her career expertise and wonderful sense of humor, will speak about seizing the moment, whether that means eating a savory chocolate, having a good laugh, or taking a moment to relish a job well done. *Offering: \$10.*

MENU: Light Chicken Caesar Salad, Fresh Fruit Cup, Assorted Sweet Breads, Ice Cream Dessert, Assorted Beverages

To register,
call 563/582-3592.

Register/prepay by April 17.





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 nomination categories. *Nominee does not need to be a member of the Women's Leadership Network.*

[NOMINATION FORMS ARE AVAILABLE AT:
www.dubuquewln.org]

THE AWARDS CEREMONY:

April 28, 2009 at 5:30 p.m.
Grand River Center

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

Contact **Wendy Wheelock, WLN Past-President** at **563-557-8271 ext 130**
or email wheelocw@nicc.edu with any questions.

N O M I N A T I O N S A R E D U E B Y A P R I L 3 , 2 0 0 9