

**2008-2009
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President's Message



Pam Hillary

P.I.E. for Success

Each of us defines success in a different way. It certainly depends on what stage of life you are in...starting a career, family, midlife, thinking and planning for retirement. I'd like to just share a few thoughts about SUCCESS as it applies

to your career development.

Have you heard the acronym P.I.E.? In a leadership development class that I teach, this is a concept we discuss, and I'd like to share it with you.

P stands for PERFORMANCE. You have to perform, or deliver, in the job you are in right now. Each step forward requires greater skill and capacity. If you want to be considered for promotions and new assignments, you have to perform at a level that indicates you are capable of performing at the next level. In your current assignment, if you are not delivering better results sooner than expected, you will not be considered for a promotion. You own this; no one can do this for you. If you need tools, resources, or training, it is up to you to make a request for it.

I stands for IMAGE. This is about the image you create in the organization. It's more than your clothes, hair or make-up, even though that is a part of it. It's all about who people think you are; your attitude; your work ethic; how you talk about work, your boss and fellow employees; who you associate with. Do you create energy, or do you "suck it out" of the organization? When managers are looking for someone to fill a position, they have an image of the person who will be successful. They will match that image with the one they have of you, and you could very well be the first cut. You own this one, too. Your supervisor can support and

help you along by the way she talks about you, which contributes to your image as well, but most of this is yours.

E stands for EXPOSURE. You can perform 'til the cows come home and you can develop the most amazing image in the organization, but if nobody sees it or you, you won't move anywhere. Once you have PERFORMANCE and IMAGE, you must be SEEN in the organization. You will need to expand your horizons and networks to create visibility for yourself. This might be working on cross-functional teams or projects outside of your area in the organization. It may include community work, volunteering, or getting involved in leadership outside of work. This one belongs to you AND your supervisor. YOU need to make the request to your boss to let her know you are looking for opportunities and she needs to help promote you to the world outside your department.

P.I.E. – the formula for your success!

I'd like to thank two colleagues and friends, Gerry and Bob, for sharing this information with me.

Reflections

I used to have a comfort zone, where I knew I couldn't fail,
The same four walls and busy work were really more like jail;
I longed so much to do the things I'd never done before,
But I stayed inside my comfort zone, and I paced the same old floor.
I said it didn't matter that I wasn't doing much;
I said I didn't care for things like diamonds, cars and such.
I claimed to be so busy with the things inside my zone,
But deep inside I longed for something special of my own.
I couldn't let my life go by, just letting others win;
I held my breath and stepped outside to let the change begin.
I took the step and with new strength I'd never felt before,
I kissed my comfort zone goodbye and closed and locked the door.
Now if you're in a comfort zone and you're afraid to venture out,
Just remember that all winners were at one time filled with doubt.
A step or two and words of praise can make your dreams come true;
And greet your future with a smile – success is there for you.

– Author Unknown

October Luncheon: Politics and the Female Perspective

Have you ever been part of a conversation that has turned to local politics? Did you start to "zone out" because you were either not up to speed with the topics or not interested? Then join us for our October luncheon as we bring you up to speed on local politics in a fun, interactive format!

WLN is honored to host **Pam Jochum**, Iowa State Representative, **Joyce Connors**, Dubuque City Council and **Viva Betzner**, Cascade City Council for our October lunch meeting. They will be discussing:

- why it is important for you to be aware of local politics
- what every woman needs to know about local politics
- how they got involved
- how you can get involved

Date: Tuesday, October 28, 2008

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

Where: Bricktown Brewery • Crystal Room
299 Main St. • Downtown Dubuque
Parking: A large metered lot is available behind Bricktown on 3rd and Locust

Menu: Pasta bar: Louisiana Shrimp & Chicken and Wild Garden House Salad
Garlic Bread • Assorted Cakes
Water, coffee and iced tea

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

RSVP: E-mail October@dubuquewln.org
by Monday, October 27

Professional Development: Meeting Expectations

By Frank and Susan Pastizzo • www.warmuptheworkplace.com

This is part 2 of 3 in a series of articles about making the most out of meetings.

When we ask our audiences, "What is the first thing on your mind when you sit down for a meeting?" many members respond, "When will we get out of here?" or simply, "How long is this going to last?" It seems to be common human nature. Many do not like the prospect of giving up their individual time to sit down for a work-related meeting. Some, in a rush to finish, become the most agreeable beings on the planet, perpetually avoiding conflict, in order to shoot through the agenda. One person told us once that his idea of a successful meeting was to leave with no new tasks assigned.

All of us are busy people. We have incredibly complex, personal and professional to-do lists, and it's no wonder we dread the prospect of taking time out of our days to be reminded that there is still more to be done.

Just as we sometimes forget to see a person as a person, rather than an agenda item, we tend to look at a meeting as a collection of agenda items, and not as an entity of its own. Good meetings are synergistic—what comes out of them should be greater than the sum of the individual ideas of the participants. When we simply tick off item after item until we get to the bottom of the list, the synergy doesn't happen. Often we look at a meeting as just another task to do, rather than an opportunity to use the resources of many minds to work on our collective to-do lists.

The next time you find yourself dreading a meeting for whatever reason, we hope you will find these few ideas and attitude tips helpful:

- We redefine ourselves by how we act next. Bringing a bright and personable manner to the table can promote that same manner throughout the meeting.

- Do not come to a meeting with your mind made up. Mark Twain said it doesn't make sense to set a course when you're on a river. Come to listen, process new information, and respond with your own. It is a meeting, not a lecture hall.

- Work is part of life and it never ends. We will always be finding more that needs to be done. Do not feel overwhelmed. Even when we are multi-tasking, we can only address one task at a time.

- Remember that each person at the table has an incredibly complex, personal and professional agenda. Be respectful, kind, and appreciative that each has sat down to attempt to proceed together. Find ways you can contribute to make it a good meeting.

There will always be meetings. We all have the professional responsibility to make them be functional and worthwhile, and to expect to come out of them with more than we brought in. Sometimes we gain some additional tasks; however, if it was a good meeting, we have helped each other, solved some problems, acquired some new ideas, and renewed our energy.

"They may forget what you said, but they will never forget how you make them feel."

- Carol Buchner

Meet someone new!

Meet A Board Member

Each month Leader will spotlight a director from the WLN board. The goal is for you to be introduced to a board member to get to know her better. The hope is that you will feel comfortable enough to seek them out at events. They look forward to meeting you!

Jennifer Steines

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

I am the Member at Large. My role involves welcoming new members as an initial point of contact for the organization. I provide the new member with a "welcome kit" at their 1st luncheon. I had previously expressed interest in joining the WLN Board and have experience with a similar organization. I was the founding treasurer of the Professional Women's Initiative (PWI) in Galena, IL.



2. Where do you work and what is your position? I work for U.S. Bank and am located in the 7th Street and Locust branch. I am a Relationship Manager and Vice President there. My position includes working with existing business customers in my portfolio and obtaining new customers. I am my customers' main point of contact and assist them by providing needed products and services, including lending, depository, and cash management.

3. Tell us about your family life. I am originally from Bellevue, IA, but have lived in Dubuque since I graduated college. I have been married for 8 years to my husband, Kevin. We have a 6 year-old son, Keegan, a 3 year-old daughter, Aubree, and a miniature dachshund named Buddy.

4. What do you like to do for fun? I like to spend time with family and friends. Many times this involves some type of sporting event on various levels from T-Ball to Professional Sports. We like to go watch the St. Louis Cardinals and Hawkeyes play when we can.

5. How would you describe a great leader? To me, the top 5 qualities that I would look for in a great leader would be: The person must lead by example; must be knowledgeable; must be humble and able to find humor in themselves; must have the ability to motivate; and must be loyal and not self-serving.

6. What words of wisdom do you have for WLN members? I would suggest attending as many WLN functions as possible. Get involved! I have found that I have made many very good connections through WLN and other similar organizations.

Meet A Member

Lynne Hager

1. Tell us about your family. Where did you grow up? I was born and raised in Bellevue, Iowa. My husband Randy and I currently live in Bellevue. We just recently celebrated our 16th wedding anniversary. We have two boys, Colin 12 and Trevor 7, and a miniature doberman, Nakita.



2. Where do you work and what is your position? I work at American Trust and Savings Bank in the marketing department as a communications specialist. I serve as a liaison between the bank, our clients and our community. American Trust takes great pride in investing in our community through sponsorships and

support for organizations of all kinds. I also coordinate special events throughout the year for our Junior Banker program.

3. What did you enjoy most about the annual conference? I thought all of the speakers were very informative, especially Sarah Michel. It was great to see how networking can be used in all types of situations, socially and professionally. And of course, the chocolate bar was fabulous.

4. Why did you join WLN? To meet new people and to network with fellow businesswomen in the community.

5. Who do you admire? Oprah Winfrey. She is an inspiring business professional. Through her company, Harpo Productions, she has created a multimedia empire: Talk show host, successful movie productions, a cable TV channel, a book club and her new magazine, *O, The Oprah Magazine*.

"Autumn is a second spring when every leaf's a flower."

- Albert Camus

6th annual Women's Leadership Conference

WLN hosted our 6th annual Women's Leadership Conference on Thursday, Sept. 11, 2008. This year's theme was Leading on all Levels...Connecting the Dots.

Sarah Michel kicked off the day with a powerful and emotional presentation on intentionally connecting with others. Then the attendees chose from breakout sessions on the topics of leadership, understanding others, people skills, running effective meetings, wealth management, professional image, laughter yoga and presentation presence. Finally, the day was wrapped up with an exciting raffle and an energetic and entertaining closing by

Gerarda Lahey-Keppler.

Thank you to our sponsors, volunteers, speakers and attendees. Save the date for next year: Sept. 10, 2009!



"Do not go where the path may lead, go instead where there is no path and leave a trail."

- Ralph Waldo Emerson

Welcome New Members

Diane Callahan
US Bank

Jackie Oliver
Holiday Inn

Melanie Offerman
Zoom

Donna Silker
Dubuque County Safe
Youth Coalition

Susie Piekenbrock
Gentle Awakenings

Joann Gansen
Dubuque County Safe
Youth Coalition

Member News

The WLN board would like to recognize two members' successes! **Susan Redding** from American Trust was promoted to 1st Vice President of Administration. Also, board member, **Nicole Gantz**, was promoted to Director of Marketing at Honkamp Krueger.

Congratulations to Susan & Nicole!

**Have any news to share with the WLN?
E-mail us at info@dubuquewln.org.**