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DUBUQUE

wln

DESIGNED TO PROMOTE AND SUPPORT WOMEN IN BUSINESS AND THEIR PROFESSIONAL PRACTICES.

A LETTER FROM THE WLN PRESIDENT

Let's Talk Analytics.

It's time to talk about analytical thinking. If you think analytics doesn't apply to you – think again. Everyone has data. Everyone is talking about data. But how do you put data into action? How are you accessing, compiling & analyzing data against your objectives to improve performance?

Better information empowers better decision making. Gathering data gives better insight into predicting what might happen based on what's happened so far.

Analytical thinking skills are critical. They help you gather information, articulate, visualize & solve complex problems. Even without comprehensive training, you will be put on the spot to think analytically and the right or wrong answer could make a difference in your upward mobility within the company.

So how can you start thinking more analytically?

Thought experiments are great logical tools for examining a situation or argument in full. While some thought experiments encourage you to reach a conclusion, some are designed to keep you guessing and are impossible to solve. How do you react to situations with limited options and outcomes? Thought experiments will help you change the way you think to better consider outcomes and human behavior.

Gather and collect the right information required for a specific situation. Collecting information is a crucial part of the process.

- Determine exactly what you want to know.
- List down all the possible sources of information.
- Determine what is most useful.
- Determine method for collecting information
- Who will use the information? You, managers, colleagues, etc

Use numeracy skills to understand and analyze numerical information to make the right conclusion. It gives the ability to express ideas & situations using quantitative numerical information. It aides in:

- Visual perception of information
- Understanding the relationships between the numbers
- Understanding trends, budgeting, measurements & graphical information

Strategic thinking & planning. Come up with an effective plan to resolve a situation or achieve a company's goals.

- Set a clear vision of what you want to achieve
- Understand and analyze your current position and resources
- Prioritize

Attention to detail is another crucial analytical skill. Detail-oriented strengths give you the ability to see hidden details and connections when you analyze a situation.

It's a big topic and one we could go on and on about. I'll leave the remainder of the conversation to our October luncheon speaker – Dale Lehman from Loras College on his presentation about Analytics in the Workplace. See you there!



All my best,

Kim Budde

President, Dubuque Women's Leadership Network

Open Board Positions

There are a few board positions opening up at the end of the year. If you are interested please contact Lisa Schaefer - shinewithschaefer@gmail.com.

Open positions are: Communications, Special Events Director and Membership Director
For more details on these roles [click here](#)

MEET A MEMBER:

Elizabeth Fleming

Management Trainee | Heartland Financial

EFleming@htlf.com



1. Tell us about your family and social life.

I am the youngest of three daughters to Dan and Polly Fleming. My parents are two of the most kind and hard-working individuals I have ever met, and have a special way of making everyone they encounter feel important. I have two older sisters: Lauren, who works at Dupaco Community Credit Union, and Jackie, who is a pediatric nurse at Mercy Hospital, University of Iowa DNP student, and mother to my beautiful niece, Evelyn. Evelyn is two years old and brings an enormous amount of happiness and adventure to our lives! I feel very fortunate that my family is all in one city, and loves each other very much!

My free time is a bit restricted due to working full time and taking MBA classes, but when I do have free time, I love to travel! I have made a promise to myself to visit a new country every year of my life. So far, I have visited three countries and have plans to visit number four this March with some of my friends!

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

Upon graduating from the University of Dubuque this May, I started working as Management Trainee at Heartland Financial. In this position, I spend weeks at a time working in various operational departments at Heartland (Debit Card Services, Audit, Marketing, Retail, Treasury Management, etc.) to gain a general education and overview of how each department functions. At the end of my rotational training period, my superiors and I will collaborate to decide which department is the right fit for me, and I will assume a management position within that department.

My position is very unique and allows me to learn a lot, meet a lot of great people, and get a broad perspective of how Heartland functions as a company. I feel very lucky!

3. What was your biggest takeaway from the conference that you feel you will be able to apply in your work life, home life or both?

I really enjoyed the small business panel in the first breakout session. Hearing from local women who have overcome hardships to excel in their fields of work was both inspirational and empowering. These women have persevered through rejection, sexism, death of family, doubt, etc.- and have come out on top. This made me feel that I too can achieve my goals- both personal and professional- despite the presence of obstacles.

4. What is your favorite restaurant?

This is a difficult question for me because I love food so much. If I'm going for a quick meal, I like Panera, Culvers, and Pancheros. But if I have time to go out and really enjoy the restaurant atmosphere, I like Marcos, Brazen, or L May. Also, you can't go wrong with a Town Clock pizza.

REGISTER NOW

OCTOBER LUNCHEON

Date: Tuesday, October 25, 2016

Time: 11:30 – 1:00

Location: Hotel Julien

Topic: Analytics in the workplace

Presenter: Dale Lehman

Menu: Bacon Wrapped Chicken Breast served over Cranberry Rice Pilaf and topped with a Citrus Beurre Blanc, served with the Fresh Vegetable du Jour and side salad. Chef's Choice Dessert.

Cost: \$15 Members, \$20 Guests

RSVP: Noon, Friday, October 21

[Click Here to register today!](#)

SAVE THE DATE

NOVEMBER LUNCHEON

Date: Tuesday, November 15, 2016

Time: 11:30 – 1:00

Location: Diamond Jo

Topic: Manage your communication and make every conversation contribute to your professional success

Presenter: Dale Cyphert

Menu: Soup, Salad and Sandwich Bar. Chef's Choice Dessert

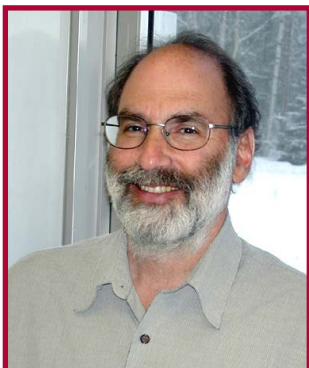
Members Only: \$15

RSVP: Noon, Friday, November 11

[Click Here to check for updates!](#)

OCTOBER LUNCHEON

Meet Our Speaker



Dale Lehman is Professor of Business Administration and Associate Director of the Center for Business Analytics at Loras College. His PhD is in Economics from the University of Rochester and he has taught at a dozen universities in the US and Europe, as well as holding a number of positions in the telecommunications industry. He has published extensively in the areas of telecommunications and economic modeling and has frequently served as an expert witness in regulatory cases. He has coauthored three books and actively engages in consulting for a variety of businesses in the areas of economic and data analysis.

The Topic: Analytics in the Workplace

The amount of data is exploding and the tools for collecting, analyzing, and utilizing this data are rapidly expanding as well. Virtually every job is using data or could be using it better. But it is not clear whether this requires more training, hiring new personnel, and/or buying new expensive tools for collecting and analyzing data. This presentation will include examples of how analytics is currently being used – potentially on behalf of, or against, your organization's interests, how it could be used more effectively, and what the future implications may include. I will conclude with a series of myths and truths about the impacts of the data revolution for your future.

SEPTEMBER RECAP:

WLN Conference



On Wednesday, September 14, 2016, the Women's Leadership Network of Dubuque hosted the 14th annual Women's Leadership Conference themed, "Lead Yourself First...With Confidence!" The morning started off with certified Cy Wakeman Inc. keynote, Lisa Gunderson, who showed us how to lead with confidence using reality based leadership. After the morning keynote attendees chose between a business panel made up of young, powerful local women or Building your Legacy with Confidence by Jen Mond. Our luncheon featured KWWL journalist, Amanda Goodman. She gave us insight on being a woman in news and gave us a few laughs along the way. In the afternoon, ladies got to chose between a CEO panel and Have the Confidence to Shine by Lisa Schaefer. We ended the lecture part of the day with a hilarious presentation You Can't Be Serious! Using Humor to Get through Life by Jim Jelinske.

Women's Leadership Network was happy to be able to give away raffle prizes and host a networking event at Tony Roma's following the program. WLN sends a gracious "thank you" to all of our sponsors:

Diamond Sponsors: American Trust, Radio Dubuque and the Telegraph Herald

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Gold Sponsors: Sedgwick

Silver Sponsors: Kunkel & Associates

Bronze Sponsors: Cottingham & Butler, Dubuque Obstetrics & Gynecology, The Friedman Group, Giese Companies and John Deere

Also, thank you to our guest speakers, volunteers and the attendees for making this year's conference another can't-miss event!



LUNCHEON BOOTH SPOTLIGHTS



Showcase your business or volunteer opportunities at a monthly luncheon. Open dates are available! There will be a max of 2 booths per luncheon and are on a first call first served basis.

Please send your booth request to Katie Kenne at: kkenne@DubuqueFightingSaints.com

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