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DUBUQUE

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

A LETTER FROM THE WLN PRESIDENT

Finding Balance – 80/20 Your Personal Life

This month's newsletter theme is about finding balance. We are driven and accomplished women and this becomes more and more challenging as we progress in our careers. Much of the feedback that I receive states that we want to learn best practices from others on how to "kick it" at work and make enough time to enjoy the important things in life. There are clearly no magic answers.

I recently attended a sales training session in which we had a guest speaker named Joe Hahn. Joe had a very successful career and was able to retire at the age of 46. Today, he conducts speaking engagements in which he shares his principle for success in business and life. Joe's philosophy is fairly simple: he uses the 80/20 principle to achieve more money, less stress and more time. Raise your hand if you could use more money, less stress, and more time. Mine is up!

The 80/20 principle is based on a theory started by Vilfredo Pareto back in 1906. The Pareto Principle states that for many events, roughly 80% of the effects come from 20% of the causes. You all likely know the rule of thumb that states 80% of your sales come from 20% of your clients. It typically holds true in this example and in many other situations.

How can we apply the 80/20 rule to our personal lives?

Treat People Differently – Just like you should treat your best clients differently, you should identify the "best" people in your personal life. Would you say that 80% of the important relationships in your life come from 20% of the people in your life? Yea, probably. So then, treat those 20% of people better than the rest of the 80% of people in your life. Don't be afraid to say "no" to the 80%. Say "no" to helping people move. Say "no" to commitments that are outside your important people circle. With that extra time, then say "yes" more often to those that really matter.

Create a Plan – Track your 80s and 20s. How much time is wasted on the 80s? Make a plan to focus more energy on the 20s. When you fill up your time with the 20s there won't be as much time left over to worry about the 80s. Plan it. Track it. Implement it. Just a like a weight loss goal, if you don't have a plan then nothing will be achieved. I can't keep wishing to lose weight, I have to do something about it. Do the same for spending time with your family. Plan your family vacation. If you don't the calendar will be filled with the 80s. Don't get to the end of the summer and say, "We were just too busy to get away together." Instead at the beginning of the year, pick your week and whatever else comes your way is not more important than your family time.

Focus on the Critical Few, not the Insignificant Many – So much of what we focus on in life is insignificant in the grand scheme of things. What if we could break away from the clutter to really focus in on the critical few? Take your closet for example. If yours is anything like mine, it's full of clutter. I have 10 go to suit combinations, but my closet is full of stuff that I don't wear. It would take me so much less time, if I cleaned out that clutter so I could find the outfits that really matter. With a cleaner closet, I would be less stressed because I wouldn't have to look at all the things that don't quite fit. Whether it's your closet, refrigerator, storage room, or your brain, get rid of the clutter.

As I listened to the speaker, I was moved to make change in my life. I've cleaned my closet and said "no" to less important events. I've made more time for myself, which makes me a better wife, mother, and employee. Best,

- Nicole

President, Dubuque Women's Leadership Network



- ATTENTION MEMBERS -

The Women's Leadership Network is an ever changing and progressing organization. As most organizations and companies work on calendar year, we will be moving the renewal time for WLN to January 1, 2015 in an effort to align better with your organization's calendars and budgets. Since we currently are on a July calendar schedule, to continue your membership from July 1 to December 31 we will be pro-rating this portion to \$37.50. Beginning January 1, 2015, you will be billed \$75 for the entire 2015 membership year. **Membership prices are remaining unchanged; all that is changing is our calendar year.**

Please contact Jennifer Mond, Membership Director, with any questions: Jennifer.Mond@cesco.com

MEET A MEMBER:

Ashley Boffeli

Staffing Consultant
Express Employment
Professionals

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563.583.1597



1. Tell us about your family and social life.

My fiancé Nick and I have been lifelong residents of Dubuque. We are in the midst of planning our October wedding! This is keeping me very busy, but I do find time for running, hot yoga, playing volleyball, as well as working at the Grand River Center as a server on the weekends. I've recently found the art of cooking so I spend lots of time in the kitchen as well. If I'm not doing one of those activities I'm usually on Pinterest finding recipes or planning the final touches of my wedding!

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

I have been employed at Express Employment Professionals for 4 years now as a staffing consultant. I love every aspect of my job. We partner with over 300 companies in the Dubuque area. We assist both the job seekers and the employers with the goal of matching the right person with the right job. I focus on industrial placements for temporary, long term, full-time, and part-time positions. Express Employment Professionals also assists with

Administrative and Professional placements, however, my expertise is in the industrial field.

3. What did you enjoy most about the May Members Only Luncheon?

The May Luncheon was very informative. I was most intrigued by how Chad Wolbers makes a point to get to know each individual employee at Unity Point, no matter their position in the company. This practice is something I will be definitely utilizing more in my line of work. It is important to get to know even the littlest details about my coworkers and those individuals that I place into new positions. I also enjoyed learning about the new WLN leadership team and look forward to another great year!

4. What resources would you recommend that have helped you in your career?

Being a member of Young Professionals and Women's Leadership Network has been beneficial to my career. These organizations have given me the opportunity to meet other local business professionals. I have met so many great people that I've been able to connect with both professionally and personally. I always look forward to these meetings because of the leadership topics that are covered. I can relate these to my daily professional life and continue to grow as a leader.

5. What are you looking forward to most this summer?

I have several things planned this summer, which I am looking forward to. I am training for a half marathon in August, so I have signed up for lots of fun races in Dubuque and nearby towns to prepare myself for 13.1 miles in August. I am going to Vegas in July as well with some friends. I am most excited for all the events coming up related to my wedding such as my bridal shower and bachelorette party. I will be plenty busy this summer!

Welcome New Members:

Cris Kirsch – Luther Manor Retirement Center
Shelli Peppmeier – Young Living Essential Oils
Viva Betzner – Aflac

Ashley Koltun – Cottingham & Butler
Sandy Jewett – University of Dubuque
Lynn Gallagher – Loras College

wln WOMEN'S LEADERSHIP CONFERENCE

LEAD YOURSELF FIRST...STAND OUT!

WEDNESDAY, SEPTEMBER 10, 2014 | 8 AM TO 4 PM

GRAND RIVER CENTER

KEYNOTE SPEAKER: LAURIE GUEST – SOLUTIONS ARE BREWING

LIFE IN THE ESPRESSO LANE: 7 WAYS TO THRIVE IN A FAST-PACED WORLD

INFLUENTIAL COMMUNICATION: RIGHT WORDS FOR DESIRED RESULTS

REGISTRATION FORM ON NEXT PAGE

OR REGISTER ONLINE DubuqueWLN.org

CHECK OUT THE NEW PRICE FOR WLN MEMBERS



SAVE THE DATE JULY LUNCHEON

MEETING INFORMATION

Date: July 22, 2014

Time: 11:30 a.m. to 1 p.m.

Topic Title: AUTHENTICALLY YOU

Do you sometimes feel like two different people - one at work and another at home - each moving toward separate goals? Join me at DreamBank for the inspiration to live an undivided life, with both halves realigned around a single purpose that honors your true authentic self.

Presenter: Sarah Young

Location: Best Western Dubuque

Menu: Roast Beef, Turkey with Sage Dressing, Salad, Vegetables, Potatoes, Dessert

Cost: \$12 for members \$15 for non-members/guests

RSVP: Noon, Friday, July 18 (There is a \$3 additional fee for registering after this time so be sure to register early!) Use the online registration form at: dubuquewln.org

Join WLN Connections and get paired with a fellow WLN member to network and learn from each other!

To join contact Justine Bemis (jbemis@americantrust.com) or Lisa Schaefer (schaeferl@nicc.edu)



Women's Leadership Conference
September 10, 2014
8:00 – 4:00 p.m.
Grand River Center, 500 Bell Street, Dubuque, IA 52001

Registration Form

Name: _____ Title: _____

Business: _____

Home/Business Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Alternate Phone: _____

E-Mail: _____

Cost:
\$75.00 WLN Members
\$125.00-Non-Member

To register go to www.dubuquewln.org.

Mail Registrations to:
Women's Leadership Network
PO Box 1334
Dubuque, Iowa 52004

Please make checks payable to Women's Leadership Network.

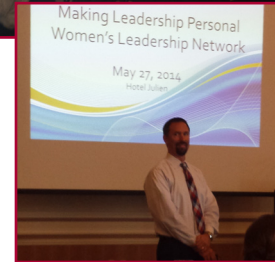
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LUNCHEON RECAP May

Our May Luncheon brought us dynamic speaker, Chad Wolbers, Chief Operating Office of Unity Point Health - Finley Hospital, an affiliate of the UnityPoint Health in Dubuque. Chad provided us with great insight and numerous personal examples throughout his career on how to place emphasis on personal relationships to enhance employee morale and ultimately affect the bottom line of any business. Here are a few key points from the luncheon:

- Send hand written thank you notes to your employees
- Make personal relationship building a formal, measurable process
- Have fun with your team and be approachable
- Have H.E.A.R.T
 - Hear them out
 - Empathize
 - Apologize
 - Respond
 - Thank you
- Accountability is key (even with the 'soft stuff')
- Your legacy is how you have made a difference. How will people remember you?



LUNCHEON BOOTH SPOTLIGHTS



Sign-ups for Organizational Spotlight Booths at monthly luncheons are open.

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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WOMEN'S LEADERSHIP NETWORK

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