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DUBUQUE *wln*

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

A LETTER FROM THE WLN PRESIDENT HAPPY NEW YEAR

Welcome 2017!

“A dream with no action will always remain a dream”

The New Year generally brings excitement and enthusiasm for the future. If you are like me, I usually spend the first day focusing on my intentions for the year. Then I begin categorizing my intentions; relationship goals, career goals, financial goals, health goals and the next thing I know, I have set great intentions on what I want to achieve. In the process I am learning a good intention is just a great idea without consistent action.

Do you know why most people forget about their resolutions within the first 14 days of the year? It’s because they are not living intentionally and creating SMART (specific, measurable, attainable, realistic, timely) action plans to perform on a consistent basis. As you may know, it generally takes 30 days of continual action to create a new habit. When we begin to live with intentionality, we set out to achieve the goals.

In leadership, the most successful individuals live with intentionality and action. Dr. John Maxwell, focuses on the importance of intentional living and leadership. He has created a 7 day experiment (www.7dayexperiment.com). Below are a few principles to create intentionality:

1. **Serve your family first.**
In your calendar, schedule all of your family’s events first. This not only shows your family how important they are to you, but it will help you prioritize your choices.
2. **Be the first to help.**
Often when we are faced with difficulties and challenges, the first person who offers to help receives the greatest acknowledgement.

3. **Intentional acts of kindness.**
Focus on others and ask, “How can I add value today?” In the workplace send thank you notes, schedule time for lunch, or make a call thanking them for who they are and how they impact your life.
4. **Partner with a friend or colleague to make a difference.**
One is too small of a number to make a significance so find others who are willing to do something to add value. At each networking or luncheon event, I encourage you to connect with at least one new person.

In this new year let’s stop glamorizing being busy, and start living an intentional life where we focus on building relationships and networks. Greater success in life happens when we don’t leave things to chance, but rather create strong action plans for our intentions.

This month, we are excited have our luncheon topic focus on the importance of social media. When we use this platform with intention, our business increases, our networks become stronger, and people share the positive experiences of connections.



See you there!

Lisa Schaefer

President, Dubuque Women’s Leadership Network

MEET A MEMBER:

Jessica Rolwes

Marketing Manager

Platinum Supplemental Insurance

jrolwes@pltnm.com



1. Tell us about your family and social life.

My husband and I moved to Epworth in 2011 to farm with his family. He is also a teacher in the Western Dubuque school district and a coach for the girls basketball program. We enjoy spending time with our two-year-old daughter, and, if we're not chasing her, buzzing around the farm or headed to a basketball game, we enjoy a good movie now and then or having friends over for dinner and a board game.

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

I am the marketing manager at Platinum Supplemental Insurance. Our team plans and executes communications and marketing strategies for internal initiatives, to motivate our field sales representatives and to educate customers. I also help plan advertising strategies for our recruitment marketing.

3. Why is networking important to you?

I enjoy learning about the skills, challenges and goals of people in other positions and in other industries. There are a lot of great ideas, big and small, that we can learn from people in positions that are very unlike our own.

4. Do you set New Year's resolutions? If so, what is your favorite one you've accomplished, most challenging, or this year's resolution?

I've never been good at maintaining a resolution. My husband and I do try to make time at the end of every year to set intentions for the new year—for our family, the farm and our own personal goals. I guess I did say this was the year of the birthday card—meaning my goal this year is to be far more consistent about sending birthday cards to family and friends (on time, preferably).

REGISTER NOW JANUARY LUNCHEON

Date: Tuesday, January 24, 2017

Time: 11:30 a.m. – 1:00 p.m.

Location: Diamond Jo

Topic Title: The Importance of Social Media

Speaker: Blake Ruane

Menu: Sliced roast beef, mashed potatoes, vegetable or side salad and cookies.

Cost: \$15 Members, \$20 Guests

RSVP: Noon, Friday, January 20

SAVE THE DATE LADIES NIGHT OUT UPCOMING NETWORKING EVENT

Date: Thursday, March 2, 2017

Time: 6:30 p.m. – 9:30 p.m.

Location: Mystique Community Ice Center

Cost: \$10 per ticket

RSVP: Noon, Friday, February 24

JANUARY LUNCHEON

Meet Our Speaker



Blake Ruane is a communications specialist in the Office of University Relations at the University of Northern Iowa, where his responsibilities include overseeing and writing content for public relations messages, managing and developing social media strategies for official social media platforms, and developing and implementing communication plans to support university events and campaigns. Prior to working at UNI, Blake was a content marketing strategist for TargetClick Marketing, a role that saw him spearhead all digital content marketing efforts for their parent company, Mudd Advertising. Blake graduated from the University of Northern Iowa in 2013 with a bachelor's degree in English, with a minor in Creative Writing.

The Topic: The Importance of Social Media

The presentation will examine branded social media accounts that are taking a unique approach to engaging their audiences. Consumers on social media will avoid following accounts that take a "sales" approach, and these accounts are earning followers by favoring personality over product.



Invite Someone You Know to Join WLN Today!

“The richest people in the world look for and build
NETWORKS.

Everyone else looks for work.”

~Robert Kiyosaki

Share your passion for WLN with a friend or colleague by encouraging them to be part of the Women's Leadership Network today. Provide them with the opportunity to take advantage of all the great benefits you receive as a WLN Member, while at the same time building your own personal network to share best practices.

It is easy to do!

1. Beginning **January 1**, both new and existing members can join or renew their WLN membership through March 1, 2017 for just \$75.
2. Corporate memberships consist of 5 participants at the rate of \$350 (\$70 per member) or 10 participants at the rate of \$600 (\$60 per member), so if you have a group or 3 to 4, or 8 to 9, it's a great reason to recruit an additional member or two!

Thank you to our 2016 Corporate Memberships:

- ***A.Y. McDonald Manufacturing Company***
 - ***American Trust & Saving Bank***
 - ***Dupaco Community Credit Union***
 - ***East Central Intergovernmental***
 - ***Honkamp Krueger & Company***
3. When referring a friend or colleague to WLN, have the person(s) you are referring select the '***Referred by a Current WLN Member***' button on the WLN registration page and make sure they reference your first and last name.
 4. You will receive one entry in our drawing that will take place at the March Luncheon for each person you refer who becomes a WLN Member from January 1, 2017 - March 1, 2017. **Five lucky winners will receive great prizes and you do not need to be present to win!**
 5. We will also recognize the individual with the most referrals from January 1, 2017 - March 1, 2017 at our annual Women of Achievement Awards Dinner.

It is that simple to make a difference in a friend or colleague's career by showing them how to start their own WLN journey today.

For answers to any questions you may have about referring a member or our Corporate and All-Inclusive membership packages, please contact Membership Director, Diana Miller at diana.miller@kunkel-inc.com.

Thank you for your continued support!

www.DubuqueWLN.org

- MEMBERSHIP RENEWAL -

Renewal time for WLN was January 1, 2017.
Haven't renewed yet? [Click Here.](#)

Check online for NEW membership options from all inclusive to Corporate Packages

Please contact Diana Miller, Membership Director, with any questions: diana.miller@kunkel-inc.com

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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WOMEN'S LEADERSHIP NETWORK