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# DUBUQUE

wln

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

A LETTER FROM THE WLN PRESIDENT

## Standing Out

Great leaders have found a way to stand out from a crowd. They are comfortable with who they are, have the confidence to be unique and let their individuality shine. A leader who stands out generates admiration and is remembered by others for being someone special and worthy of looking up to.

While standing out from the crowd might not be something you can achieve every day of your life, it's definitely a worthwhile goal to aspire to as a whole, especially if it helps you achieve your other goals in life.

Here are a few tips to help you stand out:

- 1. Decide what standing out means to you.** Is it about going above and beyond to prove that you have a unique skill, talent or personality? What does that look like for you?
- 2. Do things differently.** Create opportunities that grab people's attention and be noticed. Look outside of the norm and find ways to do things differently that won't be forgotten.
- 3. Think for yourself.** Being unique and standing out won't happen if you conform to the crowd and don't think on your own. Be prepared to voice your opinion, your concerns, and your preferences and it helps if you do your homework on a topic first.
- 4. Take risks and work hard.** You won't stand out if you don't take a few risks that put you out ahead of the crowd. Many won't take the risk because of fear of failure. Yet there is always something to gain even in a failure.
- 5. Have good manners.** Politeness always pays off and is remembered. It shows respect and when someone is respected they remember the well-mannered person.

**6. Do what you say you'll do.** Keeping your word is like gold, but if you don't keep your word the trust turns to dust. Reliability makes you memorable.

**7. Wear what suits you.** Buy tailored clothes that fit you and make you feel confident. Then you don't have to worry about appearance because you know you look good!

**8. Remind people how great they are.** Regularly single out people in your life and remind them how great they are to you. So few of us take the time to acknowledge others in our lives so it is a sweet surprise and remembered.



Our 2014 Women's Leadership Conference theme is "Lead Yourself First...Stand Out" and will have tips like these to help you stand out as a leader. It is being held at the Grand River Center on September 10th from 8 a.m. – 4 p.m. The keynote speaker is Karyn Ruth White, well-known leadership author and speaker, who knows how to stand out with her motivational humor. In addition to our keynote, we have a great line-up of speakers whose sessions are focused on personal leadership. I know you will be able to walk away with leadership tips you can put into action immediately to help you Stand Out!

See you at the conference!

*Lisa Bowers*

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](mailto:Jennifer.Mond@cesco.com)

# wln WOMEN'S LEADERSHIP CONFERENCE LEAD YOURSELF FIRST...STAND OUT!

## FUNNY BUSINESS; WHAT LEADERS SHOULD KNOW ABOUT HUMOR

BY KARYN RUTH WHITE

Comedian, Steve Allen likened having “a sense of humor” to having “an ear for music.” The only sour note is that we all seem to have different tastes in music. The subjective nature of humor can sometimes cause confusion and misunderstanding in the workplace.

The gender groups have unique ways of using humor. Women often find things funny that men don't understand, while men often use humor in ways women don't understand (or appreciate.) These gender differences can sometimes cause confusion in life and in business. Being informed and aware of these humor differences can help to minimize misunderstandings.

Women, Men and Humor

Little boys and little girls are taught from a very early age to use humor differently. Little boys learn to use humor aggressively to assert their status within the group. They learn quickly how to bully with humor. As men, they carry these lessons into adulthood and into the workplace. Men tend to use humor as a socially acceptable disguise for aggression. Thus we have the incessant bald and fat jokes. It is not uncommon to hear one man “joke” to another man, “Hey Jim, didn't you have hair the last time I saw you?” At which point Jim may shoot back, “Sure Bob, I might have lost a few feathers but at least I can still see my belt.”

Women never use humor this way, not publicly anyway. (Privately however, is another matter.) When it comes to humor, little girls learned to “play nice.” They learn the importance of collaboration versus competition and as a result, as women, we try to avoid hurting other people's feelings with our humor. Therefore, women will not generally use humor aggressively in public.

Think about it, would you ever walk up to one of your female business associates and say “Hey Doreen, is that your butt or did your knees explode?” Tell me, how long do you think that business relationship would last? As business leaders we need to learn to manage and respond to humor in the work environment. Here are eight tips:

- 1. Observe and Learn:** Start observing how your business associates and staff use humor with you and with one another.
- 2. Don't Try To Be “One of The Boys”:** Only use and invite a style of humor that you are comfortable with.
- 3. Establish Your Personal Humor Boundaries:** If a co-worker's joke offends you, Use “I” Messages: For example, “Frank, I don't find your blond jokes amusing.” This approach is less combative than, “Frank, you're a jerk and your jokes aren't funny.”
- 4. Cultivate Your Own Style of Humor:** Valuing and cultivating your own unique sense of humor is a powerful tool in navigating the everyday challenges of leadership with greater ease.
- 5. If You Offend, Apologize:** If you offend another with your humor, apologize immediately, letting them know that it was not your intention to offend.
- 6. Encourage laughter and levity in your work environment:** Remember, when people enjoy themselves at work, they are much more likely to be productive.
- 7. Come from the heart:** Use humor to connect on a human-level. Show your staff that you can laugh at yourself. This will go a long way in cultivating an environment of trust, fun and team work.

Karyn Ruth White is a thought-leader in the positive power of humor. She is the CEO of Laugh and Learn Productions, LLC a firm helping people live and work with more joy and less stress. Karyn Ruth will be the opening Keynote Presenter at the September Women's Leadership Conference. If you want to learn more about cultivating your personal leadership humor style Karyn Ruth will be autographing her book *Your Seventh Sense, How To Think Like A Comedian* at the Conference.

STOP BY FOR A VIRTUAL VISIT AND A REAL LAUGH AT: [KARYNRUTH.COM](http://KARYNRUTH.COM).



## MEET A MEMBER: Sandy Jewett



Employer Relations  
Specialist  
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### 1. Tell us about your family and social life.

I have been married to Dave Jewett for 3 years. Together we have 6 children and 8 grandchildren - little Isla Steuer was born June 6th. We love to travel, attend Dubuque area summer festivals and concerts, go for convertible rides with family and friends and go biking. We always seem to find something fun to do.

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

I have worked at University of Dubuque for over 18 years. I am the Assistant Director of Employer Relations in Career Services connecting employers to UD students through Mock/Informational Interviews, Etiquette Dinners and other events.

### 3. What leadership tips would you recommend that have helped you in your career?

I cannot stress enough the value of networking, building strong relationships, having a good attitude and developing your skills - not just your technical skills, but soft skills like people skills, problem solving and creative thinking.

### 4. What is your favorite book?

I love Danielle Steel books and just finished Amazing Grace - it was great! Her books are easy reading and hard to put down.

## Welcome New Members:

Sandi Mitchel – John Deere  
Jessica Reimer – John Deere  
Jodi Beidler – TRICOR Insurance  
Kim Paisley – TRICOR Insurance  
Colleen Tyler – TRICOR Insurance

**If you missed our first Connections meeting - DON'T WORRY! The next WLN Connections meeting will be held October 2nd at the American Trust JFK Office from 7:30-8:30 a.m. We will discuss chapters four through six of the book "Lean In."**

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

Create Ad Here for Connections

## REGISTER NOW

### OCTOBER EVENING NETWORKING

Evening Networking Event - Be Unique

Date: Tuesday, October 14, 2014

Registration/Cocktails 4:00 p.m. - 5:30 p.m.

Champps (Back room)

\$10 per person

House Wine, Domestic Beer and Appetizers provided

## SAVE THE DATE

### OCTOBER LUNCHEON

Date: Tuesday, October 28, 2014

Time: 11:30 a.m. - 1:00 p.m.

Location: Hotel Julien

Topic: Be Generational - Generational Communication in the Workplace

Presenter: Jan Powers

Cost: \$12 for members and \$15 for guests and late

RSVP: Noon, Friday, October 24 (There is a \$3 additional fee for registering after this time so be sure to register early!) Use the online registration form at [www.dubuquewln.org](http://www.dubuquewln.org).

## LUNCHEON RECAP August

Insert REcap Here

To learn even more check out our posting on LinkedIn  
(Women's Leadership Network of Dubuque)

## 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](mailto:kkenne@DubuqueFightingSaints.com)



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