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# DUBUQUE



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

A LETTER FROM THE WLN PRESIDENT

## 14<sup>th</sup> Annual Women’s Leadership Conference

This year’s 14th annual Women’s Leadership Conference focuses on confidence, with the theme of “Lead Yourself First...With Confidence”.

Low confidence can be a result of several factors including: fear of the unknown, criticism, displeasure with personal appearance, disorganization, lack of knowledge or other previous failures.

Confidence is not something that can be learned like a set of rules, it’s a state of mind. Positive thinking, practice, training, knowledge and talking with other people are all ways to boost your confidence levels. Confidence comes when you are acceptant of yourself and believe in your own ability, skill set and experience.

True to our mission, the Women’s Leadership Network is devoted to developing, connecting and recognizing female professionals, leaders and entrepreneurs in the greater Dubuque community. We want to champion your greatest strengths and help improve how you work, lead and live.

The morning of our conference will begin with keynote speaker Lisa Gunderson. Lisa is certified by Cy Wakeman and delivers reality based programs to audiences of all professional levels. Lisa uses her energetic candor in combination of Cy’s reality based philosophy to rally groups and individuals to make life and leadership changes that truly make a difference.

In addition, we have several break-out sessions, a lunch presentation by Amanda Goodman and nationally recognized keynote speaker Jim Jelinske will join us in the afternoon. Jim has a very creative and energetic approach. It’s hard not to recognize his passion as he brings people up to help them produce at their highest level.

In true WLN fashion, we will end the day with a relaxing networking session to give you the opportunity to mingle with additional professionals in attendance.

But it doesn’t stop here. The Women’s Leadership Network provides many opportunities and benefits through-out the year to its members. In addition to our conference, we offer a monthly lunch and learn development series, networking events, an annual golf outing, newsletters and the annual Women of Achievement recognition banquet. For more information about the Women’s Leadership Network please visit [www.dubuquewln.org](http://www.dubuquewln.org).

We are certain you will leave feeling more confidence, energy, freedom, focus, motivation and personal power. Wherever you are in your life and wherever you want to go from here, you have the power and potential to embrace the possibility of what can be.

Sincerely,

Kim Budde  
President, Dubuque Women’s Leadership Network



## Check Out... DubuqueWLN.org!

Please take time to explore our new website. The content remains generally the same, but we were able to simplify the information and pages. If you recall from an earlier communication, registration for luncheons, networking events and conferences will all take place via the website. Additionally, WLN enrollment and renewals will all happen through the website as well. We hope you enjoy it!



## MEET A SPEAKER: Jim Jelinske

Jim J has spoken to thousands across the country and will cause your audience to think and act on the issues that are important to the growth of your workplace. His presentations captivate with humor...innovate with creativity...and motivate with passion.

Jim takes great pride in being able to reach each group at their level through his use of humor, magic and caring attitude. Not only will his message connect with where your group is at but your audience will have the tools to live differently tomorrow. Jim is an engaging communicator who strives to make a significant impact in the lives of the audiences he addresses.

**Don't Miss Our Closing Keynote - 2:00 p.m. to 3:00 p.m.**

**You Can't Be Serious! Using Humor to get Through Life: Jim Jelinske, Creative Education Services**

In these economically unknown times Jim believes that in order to improve morale, motivate employees, spark creativity, build trust, and improve productivity in the workplace our sense of humor is the most essential human resource we have to accomplish this goal. Humor is one of the healthiest and most powerful methods in providing perspective regarding life's "grunge" (technical word for stress). Discover the potential for humor in your life and the steps in making your humor successful. This fast moving fun and uplifting session is sure to bring a smile to your face.

## JULY LUNCHEON RECAP

At our July luncheon, Penny O'Connor spoke about the power of choice and why the power gives us freedom and control. The choices we "feed" and focus on are the ones that perpetuates. Although some choices may be permanent, we always have a choice on our outlook. Penny gave some great tips on some strategies for choosing:

1. Stop making excuses
2. Choose our battles
3. Make it about our choice – "I choose to" vs. "I have to, ought to, shouldn't"
4. Choose to smile
5. Give others more choices
6. Choose the important stuff first.



As we move about our day, week, month, etc., make an effort to pick one item to help us focus on the power of choice that works for the specific time. We all have the power of choice – choose wisely and positively.

## SAVE THE DATE UPCOMING LUNCHEONS

### October Luncheon

Date: Tuesday, October 25, 2016

Time: 11:30 a.m. – 1:00 p.m.

Where: Hotel Julien

Cost: \$15 for members and \$20 for guests

**RSVP:** Noon, Friday, October 21

### November Luncheon

Date: Tuesday, November 22, 2016

Time: 11:30 a.m. – 1:00 p.m.

Where: Diamond Jo

Cost: \$15 for members and \$20 for guests

**RSVP:** Noon, Friday, November 18

Use the online registration form at [DubuqueWLN.org](http://DubuqueWLN.org)



# 14<sup>th</sup> Annual Women's Leadership Conference

## SCHEDULE:

8:00 a.m. to 8:20 a.m. – Registration/Continental Breakfast

8:20 a.m. to 8:35 a.m. - Welcome

Kim Budde, WLN President

8:45 a.m. to 10:15a.m. - Keynote

**Lisa Gunderson, Cy Wakeman Inc.**

Reality Based Leadership: Ditch the Drama, Restore Sanity to the Workplace and Turn Excuses into Results.

These are challenging times in our businesses today. In leadership, we must become willing to admit that the ways in which we have taught leaders to lead over the years is simply not working. These times are calling for a new type of leader, one who can bring peace, sanity, and results back to the workplace! In this session, Lisa rocks audiences as she teaches the key principles of Cy Wakeman's new wave of Reality-Based Leadership™.

10:15 a.m. to 10:30 a.m. - Break

10:30 a.m. to 11:30 a.m. Breakout Sessions (choose between A or B)

### **Breakout Session A**

Business Panel – Martina Bockenstedt (FarmTek), Lea Droessler (L.May), Jill Powers (Dubuque Internal Medicine) Patricia Smith (Café Fraiche)

Panel discussion with successful local women in business exploring how confidence has shaped their lives and careers, facing and handling adversity, and their personal experiences in building a business in the Dubuque community.

### **Breakout Session B**

Building Your Legacy With Confidence: Jen Mond, Platinum Supplemental Insurance

This session will take information from James Kerr's best-selling book, "Legacy" and go deep into the heart of the world's most successful sporting team, the legendary All Blacks of New Zealand, to reveal 15 powerful and practical lessons for confident leadership.

We will ask the tough question: How will you leave your jersey in a better place and what will your legacy be?

11:30 a.m. to 12:30 p.m. - Lunch with Presenter Amanda Goodman, KWWL

12:30 p.m. to 1:30 p.m. Breakout Sessions (choose between A or B)

### **Breakout Session A**

CEO Panel – John Biver (Eagle Point Software), Jim Lange (Platinum Supplemental Insurance), Wendy Runde (Boyd Gaming/Diamond Jo Casino), Kay Takes (Mercy Hospital)

A panel of local CEO's discuss what it means to have confidence in yourself and your abilities, earning trust within your team, and building confidence in the public eye regarding the strength of your workforce and your business outlook.

### **Breakout Session B**

Have the Confidence to Shine!: Lisa Schaefer, Shine with Schaefer/DuTrac Community Credit Union

In today's world, we are faced with opportunities as well as obstacles. Are you resilient and confident enough to navigate yourself through those challenging times? In this session, learn about two types of leaders as well as the skills necessary to gain confidence in yourself and in your purpose. Lisa will share personal stories from jumping outside of her comfort zone as well as engage you to develop a plan to "Do it Afraid". Fear should be nothing but motivation to overcome fear. Confidence comes from knowing what you can do to make a difference and not being afraid of being different.

1:30 p.m. to 1:45 p.m. - Break

2:00 p.m. to 3:00 p.m. - Closing Keynote

**Jim Jelinske, Creative Education Services**

You Can't Be Serious! Using Humor to get Through Life

In these economically unknown times Jim believes that in order to improve morale, motivate employees, spark creativity, build trust, and improve productivity in the workplace our sense of humor is the most essential human resource we have to accomplish this goal. Humor is one of the healthiest and most powerful methods in providing perspective regarding life's "grunge" (technical word for stress). Discover the potential for humor in your life and the steps in making your humor successful. This fast moving fun and uplifting session is sure to bring a smile to your face.

3:00 p.m. to 3:30 p.m. - Wrap Up with Lisa Gunderson

3:30 p.m. - Networking at Tony Roma's

## MEET A MEMBER: Katie Shemak



### 1. Tell us about your family and social life.

I am not native to Dubuque; I grew up near Waterloo in a small town. I met my husband, Kevin, twelve years ago and he is what brought me to the area. We have a son Tate who is 6 years old and is beginning his first grade year at Dyersville Elementary. In our spare time, we enjoy golfing, riding our UTV, and enjoying some Packer football.

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

I've been employed at Dupaco Community Credit Union for a year and a half as a Deposit Operations Manager. I oversee all ACH (electronic debit) functions, Item Processing, and other various back office functions to ensure we continue to be our Members Lifetime Financial Home.

### 3. What did you enjoy most about the July luncheon?

I enjoyed the fact the Penny was candid and the idea of saying "I choose not to do that" instead of saying "I can't do that!"

### 4. Who was your most inspirational mentor?

My most inspirational mentor would be my husband! He has taught me a lot throughout our twelve years together. He has grown as a person and I have been able to witness his growth which inspires me to grow. Day to day he always has a positive attitude no matter what is thrown his way. As a business owner things can get tough, but he always takes everything a day at a time and "remains calm!" He has inspired me to go for the gold and share with others what my goals are! If you don't let others know what your goals are how can they help you achieve them!

### 5. What is your favorite city to visit?

My favorite city to visit is New York City. It was a childhood dream to go and see the Macy's Day Parade on Thanksgiving with my mother; this dream came true and it was amazing! There are so many things to do and see I could go back time and time again.

## Dupaco Community Credit Union

Deposit Operations Manager  
563-557-7600  
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## 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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