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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

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

As has been our tradition since 2002, the Women's Leadership Network is hosting our annual Women's Leadership Conference on September 2nd, 2015. Isn't it wonderful the cracks that are being made in the glass ceiling for women? In 2014, Malala Yousafzai won the Nobel Peace Prize for evangelizing for women's equality on the international stage. The NBA got its first female coach. Iowa and West Virginia elected their first female senators. I can't wait to see what 2015 brings!

That is what Women's Leadership Network is all about. WLN's mission is to develop, connect and recognize female professionals, leaders and entrepreneurs in the greater Dubuque community. We are here to assist women in the advancement of their professional and personal goals.

Our conference theme this year is Lead Yourself First...With Intention. The morning will kick off with keynote speaker Elizabeth McCormick. As I mentioned earlier about cracking the glass ceiling, Elizabeth has completely shattered it in the military as an Army Black Hawk Pilot. She moved on to a corporate career as a global contract negotiator and currently shares her real life experiences using humor and candor and is guaranteed to inspire you to lead yourself first!

WLN is looking to continually improve our ability to develop women leaders through our lunch and learn development series, special networking events, connections program, newsletters and recognition banquet. In an additional effort, the Women's Leadership Network decided to take a more collaborative approach for our conference this year and provide interactive workshops compared to breakout sessions from previous years.

We also welcome a second keynote speaker, Darcy Luoma. Darcy is a certified executive coach and organization development specialist who helps individuals, teams, and relationships to be more effective with less effort. She will not only entertain, energize, and educate you; she will transform the way you think and live.

To wrap up the conference, please join us for a relaxing networking session to end a momentous day to visit and get to know other driven, hardworking successful women in our community.

Thank you for attending our conference and bringing your expertise to our event. You bring us the vision, knowledge, and experience to help us advance our futures. You are a tremendous asset and we appreciate your support and leadership. I look forward to seeing you.

Sincerely,

Kim Budde  
President, Dubuque Women's Leadership Network



## Welcome New Members:

Jill Conrad – TRICOR Insurance

Laura Cooley – American Trust

Anne Funke – University of Dubuque

Lisa Harden – American Trust

Sandy Jewett – University of Dubuque

Sherre Jungk – Platinum Supplemental Insurance

Ashlee Metcalf – Platinum Supplemental Insurance

Kristy Mours – Exit Realty

Lindsay Wagner – Platinum Supplemental Insurance

# AUGUST LUNCHEON

## Lead With Your Brain



When leading in harmony with how the brain naturally works, teams enjoy more positive communication, effective relationships, collaboration and more.

Join Melanie Hoffner, Certified Brain-Based Trainer, and Certified Remarkable Leadership Coach, to explore brain-friendly concepts to enhance leadership. Explore “The Power of Safety,” “The Power of Connection,” “The Power of the Pink Elephant,” and Dr. David Rock’s SCARF Model. You will leave with practical brain-based leadership strategies and a team development model you can use!



## MEET A MEMBER: Erin Sieverding

Kunkel & Associates | Benefits Services Representative  
erin.sieverding@kunkel-inc.com | (563) 585-2764

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

I am very fortunate to have a wonderful family that includes my husband Rob and our two beautiful, amazing daughters, Kylie, 7 and Jayda, 2. Rob is the head Men’s Basketball coach at the University of Dubuque, Kylie will be in 2nd grade at St. Columbkille and Jayda stays busy talking, singing and making us all laugh. We love spending time with our family and friends. Some of our favorite things include boating on our pontoon, spending time at our families’ cabins, traveling (anywhere tropical and Disney World are my favorites) and of course cheering on UD Basketball. In the past few years coaching and cheering on Kylie at her softball games, basketball games and dance recitals have also become very important to us.

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

I work for Kunkel and Associates as a Benefits Services Representative. My responsibilities include marketing Health Benefits plans, analyzing current Benefit programs and making cost containment recommendations. In my current role, I serve as a consultative contact for clients regarding their Group Benefits program. I work closely with management and HR staff in coordinating and administering all employee benefit program for their organization. I am very fortunate to work for an amazing company and be surrounded by wonderful co-workers. Outside of Kunkel, I have also added a few new titles to the list this past year; Girl Scout Troop Leader, softball coach and basketball coach.

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

I loved listening to Pam Mumm’s inspiring story and also taking some time to think about what my dreams are. The biggest thing I took away from her speech was realizing I need to stop and identify what my current dreams and goals are and then really take some time to think about what I need to start doing to accomplish those dreams and goals. It was also really great to get to know some women that were sitting at my table.

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

My most inspirational mentors would have to be both my Mom and my Dad. They have both taught me by example the importance of hard work and happiness. They have both worked very hard to be successful in their careers but also made lots of time for family and friends. They have both played such an important role in my life and I am so thankful for them. I hope that I can achieve the success in balance of work and family life that they have.

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

It would have to be a tie between Orlando, Florida and Nashville, Tennessee. Spending time at Disney with my family is truly magical for me. I love preparing and organizing for our trips and then seeing the amazing smiles on my little girls’ faces once we get there is one of my greatest joys. On the other hand spending time in Nashville enjoying the live music, entertainment and a few cocktails is pretty amazing as well!

# REGISTER NOW AUGUST LUNCHEON

Date: Tuesday, August 25, 2015

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

Location: Diamond Jo - Harbor Room

Topic: Lead Yourself First... With Your Brain

Presenter: Melanie Hoffner

Menu: Pork Tenderloin with Caramelized Fennel, Rice Pilaf, Green Beans, and Dessert

## RSVP: Noon, Friday, August 21

\$12 for members \$15 for guests. (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](http://DubuqueWLN.org).

# REGISTER NOW ANNUAL CONFERENCE

Date: Wednesday, September 2, 2015

Time: 8:00 a.m. to 4:00 p.m.

Location: Grand River Center

Topic: Lead Yourself First...With Intention

Keynote Speaker: Elizabeth McCormick

See registration form and information on the Keynote Speaker on the next two pages.  
Or register online at [DubuqueWLN.org](http://DubuqueWLN.org)

# SAVE THE DATE OCTOBER LUNCHEON

Date: October 27, 2015

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

Location: Holiday Inn

Topic: Lead Yourself First...With Excellence

Presenter: Deb Salz

## RSVP: Noon, Friday, October 23

\$12 for members \$15 for guests. (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](http://DubuqueWLN.org).



Women's Leadership Conference  
Lead Yourself First...With Intention

**September 2, 2015**

**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](http://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.

When it comes to the  
**SUCCESS** of  
**YOUR NEXT EVENT...**

Who do **YOU** want  
at the **CONTROLS?**



**“Audience SOARS  
after hearing Speaker!”**

Elizabeth McCormick recently spoke at our *Success in Business* event. I heard comments from: **‘I NEEDED TO HEAR THAT!’** to **‘SHE HAS SUCH A GREAT INSIGHT INTO HANDLING THINGS!’**

After reading all the evaluations they were ALL positive from a tough audience!

**I WOULD RECOMMEND HER  
TO ANY GROUP!”**

—Janelle T.,  
Business Meeting Planner

“Elizabeth McCormick did an excellent job relating her interesting message of being an **ARMY BLACK HAWK PILOT** to **WHAT BUSINESS PEOPLE NEED!**”

—Brendon P.,  
Business Meeting Planner

“No one moved while she was speaking... They were **LISTENING TO EVERY WORD!**”

—Jeff M.,  
National Convention Meeting Planner

## JULY LUNCHEON RECAP

Our July luncheon was held at the beautiful Hotel Julien Ballroom. Pamela Mumm provided everyone with insights and inspiration to discover and follow our dreams. Ms. Mumm helped facilitate everyone discussing dreams we have for ourselves and discovering ways we can move forward and intentionally going after what we want. Pamela provided John Maxwell's 10 Questions of putting dreams to the test:

1. The Ownership Question: Is my dream really my dream?
2. The Clarity Question: Do I clearly see my dream?
3. The Reality Question: Am I depending on factors within my control to achieve my dream?
4. The Passion Question: Does my dream compel me to follow it?
5. The Pathway Question: Do I have a strategy to reach my dream?
6. The People Question: Have I included the people I need to realize my dream?
7. The Cost Question: Am I willing to pay the price for my dream?
8. The Tenacity Question: Am I moving closer to my dream?
9. The Fulfillment Question: Does working toward my dream bring satisfaction?
10. The Significance Question: Does my dream benefit others?



## WLN Connections: It is a great way to connect with like minded professional women. Two Sessions to Choose From

### Morning Session:

Meeting Date: 1<sup>st</sup> Thursday of each Month  
7:30 a.m American Trust JFK Branch

### Evening Session:

Meeting Date: 1<sup>st</sup> Wednesday of each Month  
5:30 p.m. Tony Roma's

If you'd like to take part in the next connections group please contact:

Justine Bemis (jbemis@americantrust.com) or Lisa Schaefer (shinewithschaefer@gmail.com)

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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