



The Minnesota *Business Woman*

The Official Publication of the Minnesota Business and Professional Women's Club, Inc.

Vol. 83, No 2 • 2016-17

MBW's 2017 Annual Event
April 21-22

Strong Women – Strong Leaders!

"Courage Unleashed"

Jill May will share how courageously pursuing your goals and dreams not only impacts your own life, but also inspires those around you to launch into their own, creating an unforeseen exponential impact! She will share her own journey into reality tv and how the courage to pursue that dream significantly changed her course in life!



"Brand Building in a Changing World"

Glenn Leitch will review his thoughts on how you build both consumer brands and a personal brand in what is a constantly changing world.



"Thinking Jacob - My Search for Jacob Wetterling"

In 2010, local blogger, Joy Baker, began writing about Jacob Wetterling's 1989 abduction from St. Joseph, Minnesota. In her quest for answers, Joy interviewed several key witnesses in the case, and helped uncover a string of similar assaults in nearby Paynesville that happened in the years just prior to Jacob's disappearance.



"What's Passion Got to Do With It?"

"Sparking breakthrough change in you and your organization."

Passionate about everything she does, LuAnn Buechle uses her unique personality and experiences to relate to her audiences in delivering passionate presentations that inspire people to achieve the success they desire in business and in life, by helping them live their personal SPARK!



— more event information on pages 2, 3 & 5

Stepping Out

of your comfort zone, taking risks and stepping forward into greatness!



Julie Asmus
President

Hello Minnesota BPW members!

I'm sure you already have April 21 & 22 on your calendar for our state event but I want to make sure you know that the location has changed. It was originally planned for Mankato but because of some scheduling difficulties we are moving the fun to Willmar. BPW members....this is going to be some great training!!! There is going to be some amazing women presenters that will talk about how they stepped out of their comfort zones, took risks and stepped into greatness. Our first speaker persevered to win a national TV reality fitness competition. The second speaker helped solve one of Minnesota's most famous criminal cases. Our last speaker will share with you how to find your passion in life to succeed. Strong Women.....Strong Leaders!! That's BPW!!

I've had a lot of fun this year stepping out and visiting the local organizations around the state and learning about their activities. It is so great to be part of an organization that truly makes a difference in women's lives. Mankato participates in the "Clothes Closet Service Project" to help provide free clothing, shoes and accessories to area women. Grand Rapids partners with the local girl

scouts to help nurture and mentor young girls. Willmar adopted a room at Safe Avenues and makes sure it is freshly painted and decorated to provide a comforting environment for women and their families that stay there. I get excited just thinking about all of the women that have been helped over the years with BPW scholarships. We don't always hear what happened to them in their educational and professional careers but we know they were given a boost of encouragement along the way. They know that a local BPW organization cared enough about their future to support them financially. Women helping Women. That's BPW!!

Julie

April 2017 MFPBW State Event "Strong Women – Strong Leaders"

Tentative Schedule

Friday, April 21, 2017

5:30 – 6:00pm	Registration - Willmar Conference Center
6:30 – 8:30pm	Friday Night Fun Event – "Succulent Flower Design"

Saturday, April 22, 2017

6:00 – 8:00am	Hotel Complimentary Breakfast
7:30 – 8:00am	Registration - Willmar Conference Center
8:00 – 8:30am	Welcome and First Timers Introduction
8:30 – 9:15am	Speaker: Jill May
9:30 – 10:30am	Speaker: Joy Baker
10:45 – 11:45am	Speaker: Glenn Leitch
12:00 – 12:45pm	Lunch
1:00 – 3:30pm	Speaker: LuAnn Buechler
3:30 – 4:00pm	Awards and Closing

MINNESOTA BUSINESS WOMAN

- **ADVERTISING:** *Minnesota Business Woman*, the official publication of Minnesota Federation of Business and Professional Women's Clubs, Inc. is published twice each year (October and March). Ads are welcome. *Minnesota Business Woman* reserves the right to refuse advertising that does not meet the standards of the organization and this magazine. For ad rates, contact the editor.
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- **Articles** are subject to editing for space availability, clarity, etc.
- **Photos** are appreciated. High resolution digital photos (approx. 1 MB) are preferred, but regular photos may also be submitted by postal mail.
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Strong Women – Strong Leaders — April 21-22, 2017

Willmar Conference Center, 2800 East Hwy 12, Willmar, MN 56201

Registration Form Due By April 13, 2017

Name _____ Work Phone _____
 Address _____ Home Phone _____
 _____ Email _____
 Cell Phone _____ Member of _____ Club

The event fee is all inclusive: Friday night succulent flower design and hors d'oeuvres, Saturday, event speakers and lunch.

REGISTRATION DUE: APRIL 13, 2017

2-DAY EVENT RATE: MEMBER FEE \$ 129⁰⁰ NON-MEMBER FEE \$189⁰⁰
SATURDAY ONLY: MEMBER FEE \$ 99⁰⁰ NON-MEMBER FEE \$159⁰⁰

(PLEASE NOTE: Late registrations are not guaranteed availability of meals as count must be given early to the hotel.)

TOTAL ENCLOSED \$ _____ Check # _____ MAIL CHECKS PAYABLE TO: MFBPW

*Send check and form to: **Presto Print • 1235 S Pokegama Ave • Grand Rapids, MN 55744***

EVENT QUESTIONS: Beth Gibson Lilja at (612) 616-1215 or email: bethlilja@hotmail.com

MAKE YOUR ROOM RESERVATIONS FOR THE EVENT WITH:

Best Western Plus, 2100 E Hwy 12, Willmar, MN 56201 • (320) 235-6060

Standard room (1 king or 2 queen beds): \$114.99 + fees/taxes • Room Block under: **"Business & Professional Women (BPW)"**

Hotel reservation includes complimentary full breakfast with eggs, waffles, breakfast meats, yogurt, cinnamon rolls, cereals, fruit and more!

**HOTEL
DEADLINE:
MARCH 22, 2017**

Archiving

Mary Jo Igelstad, State Historian

What is archiving? Where do we archive? Archiving is the storing of documents, chronicles, registers, statistics and memorabilia. That gives you an idea of why I need your monthly newsletters and special events that your club has. When we get a large amount of "history", we move it from the Historian's residence to a repository such as the Minnesota History Center. Right now, I'm in the process of making some room in my living room to get all that I have on its way to St. Paul. It's wonderful to be able to go back in time and see the changes that have taken place. On the local level, someone might have room in their home to store, or a local museum. When the "history" is deposited in a museum, it then becomes property of the museum. Just on a day dream idea: the next time we have an event in St. Paul, I think a trip to the History Museum would be great and we can see just what has been archived over the years.

Calendar

2016-17

March 2017 Women's History Month
 April 4, 2017 Equal Pay Day
 April 21-22, 2017 State Annual Event, Willmar
 October 17-21, 2017 National Business Women's Week
 Fall 2017 Deadline for Vol. 84, No.1
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The Women's March: Why they do it

Michelle Marotzke, Director

On January 21, 2017, millions of women throughout the world gathered in cities such as Washington, D.C., London, England, and St. Paul, Minnesota. From a national standpoint, the march was intended to highlight issues that face women such as reproductive rights, healthcare reform, religious freedom and many others. While this march is the largest in history, it is not the first one. Looking to such foremothers as Abigail Adams and Susan B. Anthony, women have played an important role in shaping women's rights as we know them today and frequently using marches as their way to promote the platform.

I have the privilege of knowing two amazing women who participated in the women's marches: Jessica Lourey, author of *The Murder-by-Month Mysteries* and *Salem's Cipher*, traveled from her home in Minneapolis, Minnesota, to Washington, D.C. for the Women's March and Janessa Palmer, a senior journalism student and enthusiastic Gopher Marching Band flutist at the University of Minnesota, Twin Cities. Both women were willing to answer some questions about their experiences to explain their participation in the marches.

Why did you participate in the March?

Jessica: *In 1998, I landed my first full-time teaching job. A dear friend of mine was hired for the same job at the same place at the same time as me. He and I had graduated from the same college on the same date with the same degree; my GPA was better than his. I also had more teaching experience. Somehow, though, he started at \$1,000 a year more than me, which was a lot of money back then. I love my friend, I came to love the men who had hired me, but that pay disparity happens a lot, it's unfair, and we can do better. I marched in DC for that reason, and also because my 18 year-old daughter deserves a world where she gets complete control of her own body and is judged on her talents rather than her gender.*

Janessa: *I participated out of a desire to meet others who felt similarly to me about women's rights, LGBT rights, etc. and network with that larger community. Additionally, there were a number of speakers, namely Representative Ilhan Omar and Mayor Betsy Hodges, who I was excited to hear from.*

What did you take away from your experience?

Jessica: *The number of people who believe in kindness, compassion, diversity, women's rights, and intersectionality is staggering. We are the majority.*

Janessa: *The march gave me more perspective on the size and reach of support from across the state and world. It gave me many tools to further follow my interests and to continue to support the causes I care about.*

What misconceptions about the March would you like to clear up?

Jessica: *The march was peaceful and incredible. So many people. I was actually in DC the Friday before the march, which was the inauguration. I stood at the Washington Monument at around 4:00 pm, and there were so few people (a couple dozen as far as the eye could see) that a park employee asked if I'd take some of the inauguration buttons off of his hands because he couldn't give them away. Fast forward to the next day--Saturday--and there were so many Million Woman Marchers that they had to shut down the trains. And you know what? We cheered when they did, and we walked to where we needed to go because it meant that we are great in number and in heart.*

Janessa: *I think this has been said already, but that it was very much a networking/socializing/organizing movement. It was pretty well represented by people of all shape/size/orientation, and everyone was fired up and ready to discuss what they want to fight for.*

As you can see, the reasons for supporting a Women's March are much deeper than what the media sometimes shows. To read more about the impact of women in history, go to your favorite search engine and use key words such as "women's suffrage," "women's marches," "women in history," or anything else you can think of. There is a lot of information about Mrs. Adams, Ms. Anthony and many others who had an impact on the rights that women in the United States of America enjoy today.

I will close with an excerpt from a letter Abigail Adams wrote her husband, John Adams, as he served in the Continental Congress in March, 1776. "...I desire you would Remember the Ladies, and be more generous and favourable to them than your ancestors. Do not put such unlimited power into the hands of the Husbands. Remember all Men would be tyrants if they could. If perticular care and attention is not paid to the Ladies we are determined to foment a Rebellion, and will not hold ourselves bound by any Laws in which we have no voice, or Representation."

http://www.pbs.org/wgbh/amex/adams/filmmore/ps_ladies.html

Retention June Pittenger, Director & Membership Chair

Retention, we as women should be concerned about it. But I'm not referring to water retention. We as women of MFBPW need to be concerned about a different kind of retention, keeping our members. The Board was saddened to hear of our St. Paul club disbanding. Our state now has five clubs representing the Minnesota Business and Professional Women organization, Dala of Mora, Fergus Falls, Grand Rapids, Mankato and Willmar. St. Paul had difficulty getting younger members in the past few years so even though they had retained a small core group of women for many years they have reached a time and age where they need to step down. We appreciate all their club has contributed and accomplished in their many years. But President Julie has themed her year 'Stepping Out', not stepping down.

So to borrow a phrase, let's put on our 'big girl' shoes and step up. We need to step out of the box and reach members who have left, especially the young women. We discussed this at our last board meeting in St. Cloud on January 28th. Suggestions for clubs to try were having an event or themed meeting, directly aimed at members who don't attend meetings or have not renewed memberships. Could be something for young mothers, maybe a bring your child (children) event for all members to attend and get to know our families. An event aimed at members who have left... A Come Back Kid theme maybe. Invite our scholarship winners to join and their mothers, maybe even pay the first year dues.

Another idea: have business cards for members to give to prospective members with meeting and contact information on it. Participate with your Chamber of Commerce. Share your enthusiasm and reasons you are a member with women you meet, friends, other organizations, family and coworkers.

Step out, reach out, and, when someone joins, make them feel welcome and an important part of our organization.

MFBPW is the voice of working women. Dedicated to helping women achieve economic self-sufficiency. You are the voice because YOU are MFBPW.

**Speak up,
step out,
reach out.**



Strong Women, Strong Leaders — Annual Event Speakers

LuAnn Buechler, CMP — “Sparking breakthrough change in you and your organization.”

Passionate Business Owner, Author, Transformational Trainer, Consultant, Certified Facilitator of the Passion Test and Passion Test for Business...passionate about everything she does, LuAnn uses her unique personality and experiences in delivering passionate presentations that inspire people to achieve the success they desire in business and in life, by helping them live their personal SPARK!

As a Certified Facilitator of The Passion Test, LuAnn shares with audiences a simply yet powerful system to determine your true passions and set a course to living your life's destiny. As a Certified Facilitator of the Passion Test for Business, LuAnn is Igniting the Heart of Business bringing to life the unique contribution of the businesses she works with while aligning their team to their personal passions to create a company culture that thrives in today's business environment.

Every individual has unique talents, skills, and interests, as does every business or organization. Each provides a unique value to its customers and to the world. That unique value is the company's purpose for being. When you allow individuals to share their unique gifts to contribute to the company's purpose you create a culture of success. Learn how to help your company or organization reach peak success by infusing it with passion! In this presentation you will learn:

- Discover your own top 5 passions
- Why passion is important in the workplace
- How to increase employee engagement in your organization
- How to create a culture of success
- How passion attracts customers and employees

For more information about LuAnn visit: www.LuAnnB.com

Joy Baker — Thinking Jacob - My Search for Jacob Wetterling

In 2010, local blogger, Joy Baker, began writing about Jacob Wetterling's 1989 abduction from St. Joseph, Minnesota. In her quest for answers, Joy interviewed several key witnesses in the case, and helped uncover a string of similar assaults in nearby Paynesville that happened in the years just prior to Jacob's disappearance. After nearly 27 years, Jacob's case was finally solved when new DNA evidence linked an early suspect to the crime. Jacob's remains were found just this past fall on a rural farm site in Paynesville.

Joy Baker is currently the Marketing and Community Relations Manager for Rice Memorial Hospital in Willmar. Prior to her position with Rice, Joy was co-owner of RedStar Creative, a Willmar-based advertising agency.

Glenn Leitch — Brand Building in a Changing World

As Group Vice President of Hormel Foods and President of Jennie-O Turkey Store, Glenn Leitch oversees the company's Jennie-O Turkey Store business segment. Jennie-O Turkey Store is one of five Hormel Foods' operating divisions, and has annual sales of over \$1.6 billion.

Leitch began his career in Canada in 1982, holding positions in pork and beef segments as well as brand management and new product development. He also spent five years in international protein sales.

Leitch started his turkey industry focus as director of commodity sales at Jennie-O Turkey Store in 1996, and was promoted to senior vice president of the commodity and supply division at Jennie-O Turkey Store in 2001. In 2011, he was named general manager at Jennie-O Turkey Store before being promoted to his current position that same year.

Leitch holds a bachelor's degree in marketing from the University of Manitoba (Winnipeg, Manitoba, Canada).

Leitch is on the executive board of the National Turkey Federation and currently serves as Secretary/Treasurer.

Jill May — NBC's “Strong” Season One Champion

After battling an undiagnosed depression for more than 18 months, Jill May was at the lowest point in her life before becoming a contestant on NBC's Strong reality show where contestants compete in strength and endurance feats as they battle their own physical, emotional and mental barriers keeping them from their potential. It was during her time in training on Strong and in the continued accountability with her trainer, Bennie Wylie Jr., that Jill found what she calls the “authentic version” of herself.

As the Season One winner of Strong, Jill has begun sharing with others what that experience has taught her and how it has transformed her and her family as well as how it can change others' lives for the better.



Stepping Out... around the state!

WILLMAR BPW

Betty Gubrud, president

BPW Willmar Chapter has gained three new members this fall, Jaime VanLengen, Lori Lockhart, and Malinda Masaitis. We held our membership drive event at the Spicer Castle on October 18th with a fashion show and meal. Members and guests could purchase Premier Designs Jewelry, from BPW member Lana Palmer, and Clothing from the Enchanted Trunk. We selected five attendees, they were fabulous models. They provided details of trends, ways to wear the style for work and weekends. We presented Safe Avenues, the Willmar area Women's Shelter, a donation for \$490 to help paint and provide artwork for our adopted room and updates to gathering areas.

We held our annual Christmas party with shopping local and having a fundraiser for a BPW member son-in-law who was in a serious accident. July we started our member meeting with a visit from ReYou, where we taught desk exercise's and participated in a five minute workout. We are busy with the mentoring program and were able to provide gifts to the mentee's families along with a care package of food items donated by Jennie-O and members.

We have a vertical banner to display at our events, and created invitation cards for prospective members. We are focusing our spring on selecting a Woman of the Year, and Business of the Year for the April Banquet.



BPW presenting the check to Jenn Johnson of Safe Avenues from our Member Open house fund-raiser.

L-R: Betty Gubrud, Jenn Johnson, Kathy Dillen

DALA of MORA BW *Wanda Lamprecht, president*

The 2016-2017 year is flying by for me. Our DBW membership and guests have enjoyed many excellent programs this year. And we look forward to the remaining fabulous events planned.

Our February meeting will host two incredibly adventurous young women speaking about their two month experience kayaking around Lake Superior.

Our annual 'Girl Friends Night Out' fundraiser will be in March. We offer a silent auction of gift baskets to raise funds for our scholarships. DBW present three \$500 scholarships to high school women (2 Mora High School and 1 Ogilvie High School) and give a financial donation to Pine Technical and Community College.

Being a part of an organization that lifts women up is so powerful! One of Mark Twain's quotes speaks to each of us! *"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."*

MANKATO BPW *Kelly Coy, past president*

Spring is right around the corner and there are exciting happenings at Mankato BPW!

We just received the final numbers from our 2016 cheese ball sales. We sold 340 cheese balls and had a profit of over \$1350. Although sales were less than 2015, we made more profit because we did not need to buy labels for the containers this year. The AWESOME news is that we are offering another Mankato BPW scholarship this spring!

This application is available through the state website and can be mailed to the selection committee also. We will present one \$1,000 scholarship to a woman from one of our area colleges: Minnesota State University-Mankato, South Central College, or Rasmussen College.

Over the past few months, we have had wonderful speakers at our meetings. In February, (heart health month), a woman speak about her heart attack and symptoms of SCAD (Spontaneous Coronary Artery Dissection). In January, our speaker was a life and health wellness coach who started her own business. In December, we had our "Ugly Sweater" contest and our speaker was from CADA House, which is a non-profit victim's advocacy and emergency shelter organization. We also collected items that we donated to the shelter. All of these women inspired us to reach beyond our limits to see clearly and live powerfully.

On January 17, our club participated in the "Clothes Closet Service Project" at Encore Clothing Store in downtown Mankato. Over twenty women chose free clothing, shoes and accessories. This project helps disadvantaged women from three facilities in Mankato. The next date for this event is March 14, 2017.

Mankato Women's Night Out is scheduled for May 22, 2017 starting at 4:30pm. This is the sixteenth year that Mankato BPW has been involved with this event. We are making plans for a speaker (we are hoping that Lanelle Vasichек will accept, she presented at the Minnesota Business Woman state event in the spring of 2016, with "The Best Day Ever") and we are firming up hotel banquet locations. There will be over thirty vendor booths, door prizes and great food! Last year our event hosted over 100 area women.

We are looking forward to another amazing Mankato BPW year.

State President Julie Asmus joined Mankato BPW members during their October Downtown ArtWalk through downtown Mankato.



L-R: Shannon Theis, MFBPW President Julie Asmus, Denise Peters, Sophie Ballman, Pat Kaiser, Kelly Coy, Samantha Hay and Cindy Grams (front).