



# The Minnesota *Business's Woman*

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

Vol. 83, No 1 • 2016-17

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



Julie Asmus, President

Are you ready to "step out" into a new and exciting year of BPW? I am!!! I picked "Stepping Out" as my theme for the coming year to encourage you to step out of your comfort zone, take risks and step forward into greatness.

I took a risk many years ago when I joined BPW. I was a police officer in a predominantly male workplace and I knew I wanted and needed some strong women mentors. BPW was that place for me. I've recently retired after 33 years with the Willmar Police Department and now I'm "stepping out" of my comfort zone and running for city council. Again, BPW has been a huge part of my support system and campaign connections.

I'm "stepping out" again taking over as your state president. I am honored to have the opportunity to lead this dynamic and diverse group of women and to continue and expand on the work done by prior presidents. BPW is such a great organization and I have met so many wonderful women through the years that I want every BPW member to have that same experience.

The perfect opportunity for you to meet BPW members from all over the state is to go to the state event. I mean it! Those of you that didn't attend the event in St. Cloud this last year missed "the best day ever!" It was a blast! We had members that stepped out of their comfort zone and did painting on Friday night and went home with a great piece of art. We had fabulous speakers that taught us how to celebrate every day and we also learned how to bring calm into the chaos of our lives.

The Board of Directors are working hard to put together next year's state event which will be held April 21-22 in Mankato. It will be a great chance for you to "step out" and learn some great leadership skills and make new friendships. Mark it on your calendars now! You don't want to miss it!

My goal for the coming year is to try to get to each local organization to meet your members. I'm looking forward to seeing what fun and exciting things your group is doing to help BPW step forward into greatness.

Julie

**SAVE THE DATE: April 21-22  
for MBW's 2017 Annual Event**

## National Business Women's Week®

**When is National Business Women's Week?** Since 1938 National Business Women's Week has officially been celebrated the third full week in October of each year.

**When Did National Business Women's Week Begin?** The first observance of NBWW was April 15-22, 1928. The first NBWW began with a nationally broadcast speech by Lean Madessin Phillips, the president of the National Federation of Business and Professional Women's Clubs (NFBPWC).

Although Phillips launched the first NBWW event, the idea for NBWW should correctly be attributed to Emma Dot Partridge, the executive secretary for NFBPWC (1924 through 1927).

Phillips stated in her speech NBWW was created "to focus public attention upon a better business woman for a better business world."

**NBWW Trivia** U.S. President Herbert Hoover was the first president to issue a letter recognizing NBWW and the contributions and achievements of working-women.

**Why Wait?** Any day is a good day to support business women. Simply by offering women equal opportunities, training, and advancement as their male counterparts enjoy is perhaps the best way to help women achieve even greater success.

### MINNESOTA BUSINESS WOMAN

- **ADVERTISING:** *Minnesota Business Woman*, the official publication of the Minnesota Federation of Business and Professional Women's Clubs, Inc. is published twice each year (October and March). Ads are welcome, but *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.
- **ARTICLES & PHOTOS:** Submissions to the *Minnesota Business Woman* magazine are welcome from both clubs and individual members.
- **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.
- Faye Crane, Editor • e-mail preferred:  
orders@prestoprintofgrmn.com  
1235 S Pokegama Ave, Grand Rapids, MN 55744
- **NEXT COPY DEADLINE:** Feb. 17, 2017 — Issue 2

## History in the making

Mary Jo Igelstad, State Historian

September is here with a nip of fall in the air. Time to have our local officers and programs together. Be sure to send me an email of each of your monthly newsletters: [migelstad@fergusfalls.lib.mn.us](mailto:migelstad@fergusfalls.lib.mn.us). If you don't have a formal newsletter, a list of all your monthly programs would be great, also if you have special events coming up like NBWW or just something special your club is planning to do. This is needed to keep up your history at the state level. If there is a topic that the MBW EC committee, or any of the clubs would like me to do for the next newsletter, let me know far enough in advance so I can give it justice.

One more thing: remember to exercise your right to vote in the November 8, 2016, election. Our foremothers didn't fight for the 19th Amendment for nothing!



*Blast from the Past...*

The following is excerpted from the Fall 1994 issue of *The Minnesota Business Woman* magazine from pages 1 and 12.

# THE MINNESOTA BUSINESS WOMAN

The Official Publication of the Minnesota Federation of Business and Professional Women

Vol. 61, No. 2, Fall 1994

### National Business Women's Week October 17-21

October 17-21 is the week we celebrate National Business Women's Week. When planning your local's event, what is the purpose you want to achieve? More public awareness? More participation from your local organization members? More guests? Increase in membership? Whatever your goal is, keep it foremost in your mind and follow your plan.

Don't forget to ask people to join BPW. Tell them why you belong, what you get out of it, what they can expect, etc. Even if you don't schedule an actual function, ask your local mayor or city council woman to make a proclamation or use BPW in all of their October "welcome to the community" speeches. They can help you spread the word about NBWW and your meetings.

Be creative when using your advertising dollars. Posters can be as effective as full page ads for some things. Let's all do one thing, talk about BPW and NBWW, especially in October.

—June Johnson  
Public Relations Chair



### Linda Laitala and Carol Jensen Elected Delegates to White House Conference

Carol Jensen, Rochester BPW, and Linda Laitala, Dala of Mora BPW, are among 20 delegates elected to represent Minnesota at the White House Conference on Small Business to be held in Washington, D.C. in June 1995. The conference is an opportunity for America's small business community to make its views known to the Clinton Administration and Congress. The two most recent White House Conferences on Small Business were held in 1980 and 1986.

Key issues to be discussed at the conference include capital formation, community development, environmental policy, human capital, international trade, procurement, regulation and paperwork, and taxation.

All delegates must be owners, corporate officers, or employees of small businesses (defined as having fewer than 500 employees).

The National Conference, to be held in Washington D.C., June 11-15, 1995, will feature daily issue sessions, official White House functions, speakers, and social events. The conference will conclude with the delegates ranking policy recommendations to submit to President Clinton and Congress.

Carol Jensen, owner of Jensen Business Consulting, has founded four businesses since 1981, including Tailor Maid of Winona. Since 1990,



Carol Jensen



Linda Laitala

she has assisted more than 1,000 business owners with workshops and classes on small business management.

Linda Laitala is co-owner and CEO of Raven Machine & Tool, Inc. in Mora, MN. She was BPW/MN 1991-92 president, and recently completed a two-year term as Membership Chair for BPW/USA, has served on the Small Business Management Advisory Board

for Pine Technical College and on the Executive Board of Directors for the Minnesota Quality Council. She was appointed last year by Governor Carlson to Minnesota Technology's Board of Directors.

If you would like to state your concerns about any of the White House Conference issues, please contact Jensen at (507) 452-0525, or Laitala at (612) 679-2002



# MFBPW 2016-17 Leadership Directory

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- CLUB MEETINGS**
- Dala of Mora — 4th Monday
  - Fergus Falls — 1st Tuesday
  - Grand Rapids — 4th Thursday
  - Mankato — 3rd Wednesday
  - St. Paul — 1st Wednesday
  - Willmar — 3rd Tuesday

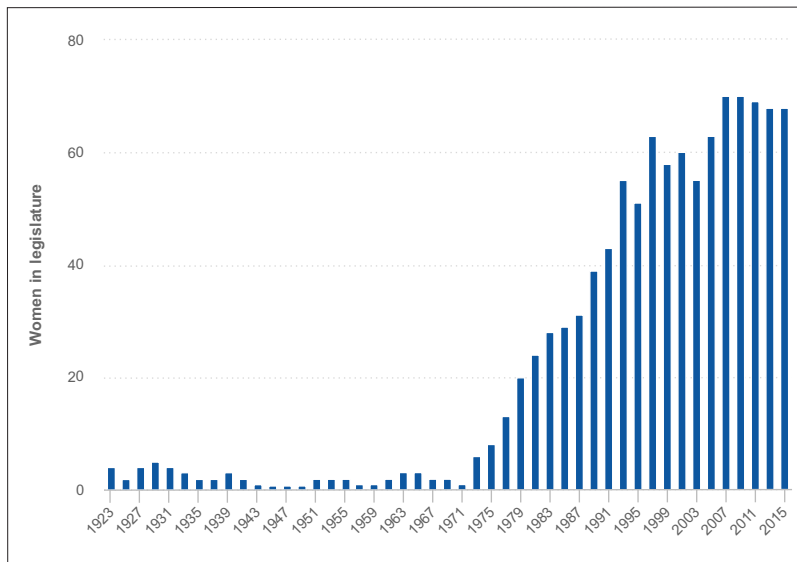
# WOMEN in the Legislature — 68 out of the 201 seats in the House and Senate

23 women in the Senate • 45 women in the House

## Women in the Minnesota legislature, 1923-2015

It took until 1979 for the total women in the Minnesota legislature to reach 20 and grew fairly steadily until 2007 when it leveled off.

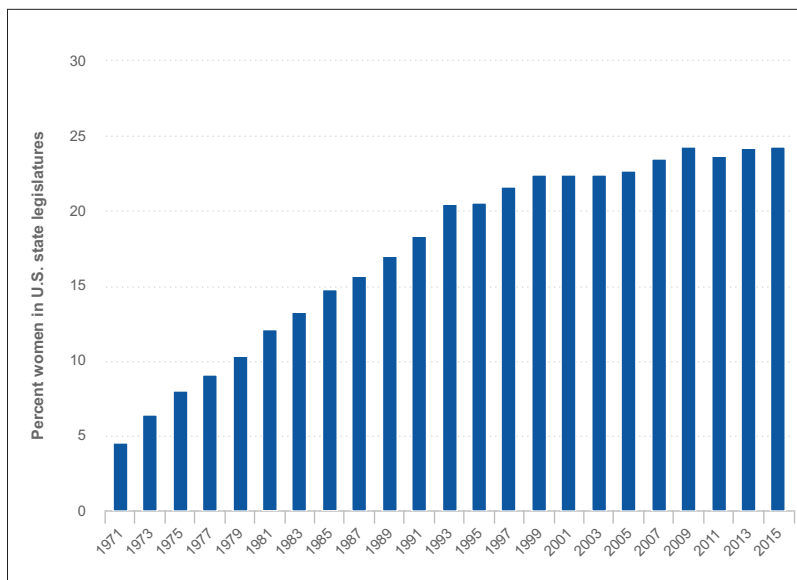
Today, women make up less than 34% of the state's legislators.



Source: Minnesota Legislative Reference Library

## Share of legislative seats held by women, 1971-2015

The share of women in U.S. state legislatures rose steadily from the 1970s 80s and 90s, then it began to level off.



Source: Center for American Women and Politics

## Women in U.S. state legislatures, 2016

Minnesota ranks fifth for percent of state legislative seats held by women. 24.6% of state legislators nationwide are women.

State	%
Colorado	42.0
Vermont	41.1
Arizona	35.6
Washington	34.0
<b>Minnesota</b>	<b>33.3</b>
Illinois	32.8
Maryland	31.9
Nevada	31.7
Montana	31.3
Oregon	31.1
Arkansas	30.0
New Jersey	30.0
Maine	29.6
Hawaii	28.9
New Hampshire	28.8
Connecticut	27.8
Idaho	27.6
Rhode Island	27.4
New Mexico	26.8
New York	26.3
California	25.8
Ohio	25.8
Wisconsin	25.8
Florida	25.0
Massachusetts	25.0
Missouri	24.9
Georgia	24.6
Delaware	24.2
Kansas	24.2
North Carolina	22.9
Iowa	22.7
Nebraska	22.4
South Dakota	21.0
Michigan	20.9
Indiana	20.7
Arkansas	20.0
Texas	19.9
Virginia	19.3
North Dakota	19.1
Pennsylvania	18.6
Tennessee	16.7
Kentucky	15.9
Utah	15.4
West Virginia	14.9
Louisiana	14.6
Alabams	14.3
Oklahoma	14.1
South Carolina	14.1
Mississippi	13.8
Wyoming	13.3

## Women Voters...We Really Do Rule

*Linda Laitala, Director & Web site Manager*

Election day is less than two months away and candidates would do well to pay attention to women.

History tells us that women vote in higher numbers than men do. We have in every presidential election since 1980 and the gap has widened over time.

In 2012 the difference in turnout was nearly 4 percentage points (63.7% of ladies voted versus 59.8% of men). If you look at women who have never married, the difference was more than twice as large. Women, it seems, really do run the world.

Why? One possibility might be that women deal with government more in their day-to-day lives than men do. More women live in poverty and are more dependent on services such as food stamps and child-care subsidies. Even among American women who aren't poor, women are more likely to be primary caregivers, which means they spend more time with teachers, eldercare workers, health-care providers. This additional exposure to government could make potential outcomes of elections more relevant.

However, this voter gap is not true within all age groups. For those under 65, turnout rates are higher among women. For those over 65, the reverse is true.

Ever since 1980, when women's turnout exceeded men's, another gender-related is noted; a greater share of women than men have voted for the Democratic candidate.

Whatever your political party of choice, whatever your gender, we encourage you to vote.

*BPW is the voice of working women in Minnesota. We are a non-profit, non-political organization dedicated to helping women achieve economic self-sufficiency.*

## Greetings BPW!

*Joni Fauchald, Director & Past State President*

I write this now an official Past State President (PSP). I find myself among many prestigious, hardworking, caring, strong, generous, proactive (I could go on and on.....) women that have held the position as MN state president of BPW before me. To be honest, I had some big shoes to fill and it was intimidating and humbling at the same time. We had just transitioned into the new form of state leadership when I was nominated to fill the president's position. I did not "climb the ladder" to learn the ropes and how to grow into that position; but as all of us know, we women do what we gotta do, fake it till we make it and put on our big girl pants to get things done. That's just what we do! Plus, I always knew I had some great mentors that were always there with a helping hand.

Our biggest challenge as an organization still remains, how to we grow our membership and retain those members. A few of the clubs have found a way to do that and I hope we continue to learn from them. Having state directors from each club is so great and their participation is crucial. I loved the times we gathered around a table for a 4-5 hour meeting. So many great ideas are discussed and the camaraderie is so fun. I had hopes to accomplish that sharing, learning, and laughing at our state events.

I believe in BPW, what it stands for, our mission statement and it's just in my blood. Thank you again for giving me the opportunity to be your president for 2 years and special thanks to Faye Crane, treasurer, Kelly Hulke, secretary and to all the chairs and directors that served 2 years with me.

Please remember it is:

*Our Legend.....Preserving.....Living.....and Sharing*



Stepping Out . . .  
around the state!

### WILLMAR BPW

*Betty Gubrud, president*

The Willmar BPW has been active! We have made fundraising and fellowship our focus in June, August, and September. Our Annual Girl Friends Night Out to raise funds for our girl mentorship program was held June 3rd at the lovely James and Kristine Duinck home on Green Lake. There were 150 fabulous ladies shopping amongst 16 vendors and were treated to wine and hors d'oeuvres. Our profit from the entrance fee and silent auction item was more than \$3,000. We are very excited to offer educational, cultural, and mentoring experiences for our girls. Julie Asmus runs our mentorship program and heads the GFNO fund raiser. We are excited to have a lot of the members help out, donate their time, and bring this all together. Fantastic Job Willmar area!

We continued our Fundraising efforts this fall with a Mum Fundraiser to support a non-traditional women student at the local college. We sold 156 mums! The mums were absolutely gorgeous! Our members have received a lot of compliments on the quality, size, and colors. I am happy to share we will expand our scholarship program to extend two scholarships. We made over \$1,100. We have to thank members Deb Patterson and Chris Carlson for organizing this event. These ladies did an absolute fabulous job!!



*Member Stephanie Carlson's twins helping distribute the rows and rows of mums.*

We celebrated, talked, and enjoyed ourselves at our August picnic. We held a short meeting, and enjoyed a lovely evening of fellowship on the deck of Jane Vikse's home on Elkhorn Lake. We were all excited to see one another after taking the month off in July. We welcomed a new member to our picnic, Cynthia Cole, who read our mentoring article in Live It Magazine! Our organization is growing and we are excited about the upcoming events we have planned.

Our focus will concentrate on the mission "Working Women working together to promote personal empowerment, professional development, and political awareness for the women of Minnesota." Our program chairs Nancy Peterson and Sharyl Helgeson have exciting events planned and I can't wait to share our experiences.

**DALA OF MORA BW** *Wanda Lamprecht, president*

The Executive Committee for the Dala Business Women has had a busy summer gaining insight into the organization. Many of us are new to DBW. We are thankful for members with longevity!

Our Program Committee has been busy as well. In August, we had our annual High School Senior Scholarship fundraiser. Dala BW made and sold brats. Coborn's grocery provided the venue for us. We were pleased to raise \$450 in two days.

We will be celebrating National Business Women's Week on Monday, October 24th with our next Fundraising event for scholarships. We will have a fantastic silent auction with donated items! Our guest speaker is Linda Cullen Gallagher, a photojournalist who has worked in more than 20 developing world countries. Ten years ago she founded and is currently the Executive Director of a non-profit that has had a life changing impact on more than 20,000 people, providing solar light in areas of poverty, conflict and natural disasters. Our evening will also include live music by Lynn Olson.

Our members are the reason for the success of DBW! They are fun loving, and readily volunteer!

**FERGUS FALLS BP** *Kristina Kainz, co-president*

Fergus Falls BPW is excited to have 20 members and many recruitment opportunities on the horizon. Our program for our first meeting focused on the new library that our community will be voting on come November. It sounds wonderful! It is cheese ball season again in Fergus Falls. Our cheese ball sales supply the money used toward scholarships for local women to attend college. We have a lot of fun mixing and rolling, which will be in November. We are excited for the upcoming programming and new members to join this year.

**GRAND RAPIDS BPW** *Deb Bounds, president*

Greetings from Grand Rapids BPW! I just met with my executive committee and, I have to tell you, I'm excited about this coming year! We all are looking to make changes, make a difference, and make memories! There are a few organizations in our community that work to help empower women. Our club is planning on aligning ourselves with them so we can combine our resources to really make a difference. Detailed information to follow!

We are also doing some brainstorming of ideas on how we can reach the young girls in our area. Last year we held an event for the local girl scouts and we hope to do that again this year.

We will also be hosting THE Craft Show on Saturday, November 5th, at The TimberLake Lodge in Grand Rapids. This is our signature event where we use the proceeds to fund our scholarships. Stop in and check it out...you won't be disappointed. We hope to see you there!!!

**MANKATO BPW** *Kelly Hulke, past president*

Fall is here and there are exciting happenings at Mankato BPW! We welcomed two new members for 2016! They are Julie Nelson and Cindy Grams. (See their bio's in this newsletter). We also installed a new set of officers for the 2016-2017 term: Tami Ellis, president; Sami Hay, vice-president of programming; Pat Kaiser, vice-president of membership; Dr. Jan Taplin, and secretary; Denise Peters, treasurer. State directors will be Lana Karstens and Kelly Hulke.

Over the past several months, we have had wonderful speakers at our meetings. In August, we had our check presentation ceremony, which gave \$1,500 to the YWCA: Surge Program, with another \$1,500 as matching funds that was given by BPW member Lana Karstens, through her company, Modern Woodman Fraternal Financial. In July, we had the honor of having Beth Gibson Lilja at our meeting. She spoke about the upcoming state event, scheduled for April 21-22, 2017, and the needed support and input from our local club to make this event memorable. Mankato BPW is proud to be selected as the host and invite everyone to mark their calendars NOW! It's going to be awesome! In June, our speaker was Dana Sikkila, Executive Director of the nonprofit, 410 Project: Art Gallery. In April, our topic was composting and recycling and we heard an excellent presentation by Jane Dow, founder of the Zero Waste Mankato, a volunteer composting program. In February, our featured speaker was Barb Dorn, Executive Director of Mankato YWCA and in March, our speaker was life coach, Diana Gabriel (also a long-time Mankato BPW member). All of these women inspired us to reach beyond our limits to see clearly and live powerfully.

Looking ahead, we will be having our annual ArtWalk through downtown Mankato and then we will be kicking off our cheese ball sales at our Oct. BPW meeting. Our goal is again to offer two, \$1000 scholarships this spring and sell 500 cheese balls, breaking last year's record!

Mankato BPW welcomes two new members:

**Cynthia Grams**

*Employment: Community Bank of Mankato*

*Title: Enthusiastic Team Member and Cheerful Promoter*

*City of Residence: Country Life (near Winthrop)*

*Family: spouse Wayne and children: daughter Katie (husband-Joel, 2-grandchildren Aiden & Talen), and son Collin.*

*"We live on a small farm so I am blessed with beautiful walks in the country, rides on a 4-wheeler and produce corn and soy beans in our black dirt. I also love to sit in my sun porch and read, or just enjoy the scenery!"*

**Julie Nelson**

*Employment: Small Business Dev't Center / MN State Univ., Mankato*

*Title: Associate Regional Director (currently Interim Director)*

*City of Residence: Mankato*

*Family: spouse Gene and miniature dachshunds Ginger & Gracie*

*Hobbies: Reading, Travel, Animals, the Paranorma*

*Volunteer Activities: President's Commission on the Status of Women-MSU;*

*South Central College Small Business Advisory Commission; Region Nine*

*Development Commission Community; & Economic Development Planning*

*Commission Economic Development Association of MN (EDAM)*

*"I wanted to be part of a group that advances and supports women both professionally and personally, attains greater recognition for women's achievements – and contributes to our community."*

**Calendar****2016-17**

October 17-21, 2016 . . . . . National Business Women's Week  
 February 17, 2017 . . . . . Deadline for Issue 2  
*Minnesota Business Woman*  
 March 2017 . . . . . Women's History Month  
 April 4, 2017 . . . . . Equal Pay Day  
 April 21-22, 2017 . . . . . State Annual Event, Mankato  
 October 17-21, 2017 . . . . . National Business Women's Week

*If time is infinite ... why is there never enough of it?*

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Photos from . . .

## ¡El mejor día! (The best day ever!) April 22-23, 2016

President Joni Fauchald facilitating  
the training on Saturday.

Keynote Speaker  
Lanelle Vasichek

## Vinos y Diseños! (Wine and Design)

Friday night at MFBPW's 2016 Event

In progress . . .  
and finished products!



Left: Mary Jo Igelstad, Stephanie Carlson  
Right: June Pittenger



Showing their talent: Stephanie Carlson, Julie Asmus,  
Betty Gubrud, Stacy Petersen