



The Minnesota *Business Woman*

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

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A Century of Change



Julie Asmus, President

Change: The Inevitable

Change is to one person
the death of a friend,
To another the birth of a child.
Change is the shifting of soft winds
of spring,
to a hurricane deadly and wild.

Change is the moving of the
hourglass sands,
It's the coming of dawn after dark.
Change is taking one step at a time,
The emotion in each person's heart.

But change in the end,
will not change at all
The one constant in everyone's lives
Change is the light at
the end of the tunnel
The healer who opens our eyes.

—Jack Harris

Another great year of BPW is ahead of us. It may not look the same in each local, but each area is working diligently to make their group thrive and grow. Some of our local organizations are only meeting quarterly, some meet at noon, others meet at night. Life just seems to get busier and busier for everyone so we need to change. Whatever it takes to accommodate the most members seems to be the direction we are going.

But what DOESN'T change is great programs, a variety of backgrounds and interests of our members and the relationships that are formed. Some connections might just be professional, others are personal, lifelong friendships from many years of attending BPW functions.

As we approach our 100th birthday in 2020, our state organization is possibly looking at a historical change. Planning is underway for a fun filled state event on May 4, 2019. Mark your calendars now to weigh in on the future of our organization.

This month's magazine is focused on the legislative process. Every election brings about change. Power from one party to another. A change in Leadership. Hopefully a change in voting habits that encourages everyone to cast their vote. Let's make sure our voice is heard during the upcoming election.

Thank you for the opportunity to serve this great organization ONE MORE TIME. Let's have a great year!

Julie

*SAVE THE DATE: May 4th
for MBW's 2019 Annual Event
& Special Meeting*

Don't forget to vote! Women's History

Mary Jo Igelstad, State Historian

Pam DeMarce, Past State President 1993-94

Business and Professional Women (BPW) has been instrumental in my personal growth in three areas since I joined in the 80's. Personally, Professionally and Politically. In the 90's, I was State President and, during those years, I was introduced to the National Political environment and experienced first hand visiting and talking with our politicians in Minnesota and in Washington DC. Those experiences have stayed with me to this day. I know and understand the importance of educating myself on the issues and importance of voting.

With everything going on in our world today, it's hard for me to write a report on Women's History. We need to be so thankful for all the work the Suffragettes did to give us our freedoms. I also think back to our Collect, written by Mary Stewart in 1904, for club women. At each of our local BPW meetings when we recite this Collect, I think about the wording and try to use it in my daily life. It also makes me think very strongly about all that is happening with men and women in the news these days. It doesn't seem to matter if it's a political or popular person, our fore mothers are lucky they didn't have "he said/she said".

We have an election coming up November 6, 2018. We are not voting to elect a President, but other National, State and Local representatives and authorities. In June of 1919, Congress passed, and ratified on August 18, 1920, the 19th Amendment of the United States giving all women the freedom to vote. No matter which political party you follow, be sure to study both parties. Three years ago, (95 years after being given the right to vote) only 20% of the U.S. Government was female: 3 out of 9 Supreme Court; 104 out of 535 Congress; 84 out of 435 for the House and 20 out of 100 for the Senate. Governors: 6 out of 50; Mayors of cities more than 30k, 256 out of 1393. State Legislatures: 1793 out of 7000. Voter turnout 64% women, compared to 60 % men. "Teach us to put into action our better impulses"—VOTE!

The Times They Are A Changing

Jeni Ritz, Membership Chair

The Times They Are A Changing was sung in the 60's and we can sing it today as our organization looks to their future. If you haven't gotten your group together for a night of discussing, "What is Important to Us? How do we see Ourselves in the Community?, and What can we do to make a difference that matters to the growth and leadership of Women in our Organization?, now might be a good time for taking the time for that discussion. Change is inevitable and, when done as a group working together, it can be positive and energizing for your club.

Get out the white boards and markers and start making lists of things you would like to see changed or highlighted, or supported in your community.

Women are attracted to causes and when you find what's right for your organization, you will get an insurgent of new members. Some of your existing members might drop out but you shouldn't dwell on who might drop out, you should look forward to a new awakening in your group. Harmony will prevail if we remember to always be kind.

Each time you experience the new, you become receptive to inspiration. Each time you try something different, you let the Universe know you are listening. Trust your instincts. Believe your yearnings are blessings.
— Sarah Ban Breathnach

We are what we repeatedly do. Excellence, then, is not an act, but a habit.
— Aristotle

Women Candidate Development Coalition

Shirley Nelson, Executive Director, WCDC

All elections are important, but November's is particularly critical for women. Issues that uniquely impact our family and career lives are in danger of being ignored or having progress reversed. It is important, therefore, that all women (and supportive men) vote. Young women have a lower voting percentage than older women, especially in non Presidential years such as this one. Many, many young women have benefitted from programs enacted after years of effort. However, now some of those programs are under siege. I urge you to strongly encourage the young women in your family and daily life to vote.

A second imperative is to screen candidates on the issues important to you before you award your precious vote to them. Your vote should reflect your issues and values. Are you concerned about access to affordable health care, including for people with pre-existing conditions? Do you support adequate funding for public education? Is pay equity important to you? How about Title IX, the federal legislation that requires gender equity in all education programs including athletics? Do you believe women should have the same right to make reproductive health care decisions as men do without politicians interfering in these very private matters? Candidates running for offices at all levels of government -- local, state, and federal -- will vote to support or overturn these and other policies directly affecting us and our families. With the internet and Google it is relatively easy to learn the issues positions of candidates you are considering supporting. Don't hesitate to phone or email legislative and local level candidates to ask about their issues stances. Don't vote for candidates who are not in sync with your priorities.

In addition to exercising your political clout by voting and by screening candidates I urge you to vote for women. We cannot rely on the "good men" in office. Minnesota needs better gender balance of officeholders at all levels, with talented women serving on the inside of government to develop, promote, and vote for policies that impact our lives. Men have been doing that for years. But, don't vote for a candidate because she is a woman. Some, if elected, will vote to overturn progress already made. Screen them before you cast your vote for them.

Women are the majority of Minnesotans, 52%, and we vote in higher percentages than men do. We can have an enormously positive impact on the policy director of our state if we accept the challenge to be active, knowledgeable voters. And, we can insist on civil, issues based campaigns by withholding our votes from candidates who sully the democratic process. Vote November 6th.

MFBPW 2018-19 Leadership Directory

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Calendar 2018-19

October 15-21, 2017 National Business Women’s Week
 February 16, 2018 Deadline for Issue 2
Minnesota Business Woman
 March 2018 Women’s History Month
 April 4, 2018 Equal Pay Day
 April 20-21, 2018 State Annual Event, Spicer
 October 21-27, 2018 National Business Women’s Week



- CLUB MEETINGS**
- Dala of Mora — 4th Monday
 - Fergus Falls — 1st Thursday
 - Grand Rapids — 9/27, 11/15, 2/23 and 5/23
 - Mankato — 3rd Wednesday
 - St. Paul — 1st Wednesday
 - Willmar — 3rd Tuesday



Minnesota Legislative Update

*Susan Jordahl-Bubacz,
Legislation Chair*

Commentary:

A government of the people, by the people, and for the people...

Women, when did we become a country of angry shouts? Once upon a time we were a country of all parties coming to the table to practice democracy. Elected representatives congregating to roll up their sleeves to come to the proverbial happy medium for the greater good of the American people. Representing our voices, the best interest of the common man, woman and child. Where are we now? Special interests and big money have us hog tied, and in large part because many do not exercise their right to vote. Not only are we blessed as it is your right, it is your duty as an American to do your part! Make the people's voices heard once again, hold the elected officials accountable! They work for us, and many have forgotten this as corruption is way out of control. I for one am ashamed of our current status - becoming a bottom country in education, healthcare, women's rights, civil rights and the science of our world and environment. America is falling and I, for one, am sick at heart...we can't afford to lose anything more on these vital issues. We need to be proactive, improve, strive for a better day/education for our children, our future on every level.

WE CAN MAKE A HUGE DIFFERENCE, starting November 6, 2018, at your local voting venue.

Ladies, we had to fight long and hard for the right to vote! VOTE! Some women who fought that fight gave their all, beaten, killed, exiled, locked up to name just a few of the inflicted evils. Ratified in 1920, we are just shy of 100 years! The next elected officials will take us into our centennial of Women's Right to Vote!

It is a proven fact that women make the difference when part of any committee. Stable voices of reason, specific organizational skills and the demeanor that brings people together. America needs us more than ever...to participate in the process, to raise your voices, to run for office, or hit the campaign trail or actively endorse another woman!

These past couple years, all of our hard fought battles and wins of the long drawn out decades are going backwards, we're losing ground! Committees of all men, no women, putting laws in place that affect us, our bodies, our rights. The old boys club laughing as sexual assault, rape, evening drugging women becomes a joke...chuckles of frat boy like pride, and total dismissal of anything being wrong with such a situation. If fact in many cases blaming the victim, the woman. There's nothing funny about any of it – VICTIMS NO MORE!!!

My plea to you is that TOGETHER, 'WE' can make the difference in our country! Voting is the first step in its healing process, in equality on every level. VOTE!!! Vote as a woman, vote as a mother, VOTE AS AN EQUAL to the opposite sex! The lines of parties have become so blurred, VOTE AS A WOMAN, not as a political party entity/sheep. Listen to your heart, vote in support of all women issues to move all Americans forward! Use your head, not the antiquated old habit of following party lines. Say NO to oppression! Say yes to a new day!!! Together we can make a difference! Seriously, revisit the MBW legislative platform and get back to the real issues and work of a greater America for a better day! Really revisit, think about your own core values. As, the core values of how MBW/BPW have existed as a proactive, progressive bipartisan group for so many years. Ladies we are POWERFUL, WE ARE STRONG! Let's flex those muscles ladies!

Thus, the answer is simply to RAISE UP AND GET OUT AND VOTE!!!!

Minnesota Legislative News

In 2018, the Minnesota State Legislature was in session from February 20, 2018, through May 21, 2018.

Partisan control: Minnesota is one of 16 states under a divided government in 2018, meaning it does not have a state government trifecta. A state government trifecta occurs when one political party holds the governor's office, a majority in the state Senate, and a majority in the state House.

State Senate unanimously approves bill adjusting pension system

The Minnesota State Senate unanimously voted on a bill addressing the state pension system, which faced a \$17 billion gap. The bill aimed to reduce the unfunded liability (projected debt that exceeds a fund's current capital and projected income and investment returns) by half. It would increase employer and employee pension contributions, reduce cost-of-living adjustments, lower expectations on returns, and provide lower early retirement benefits and pension cash withdrawals. A statement from the Minnesota Senate Republican Caucus projected the bill would save the state \$6.1 billion over 30 years. (The House approved the legislation on May 20, and the governor signed it on May 31, 2018.)

State House passes bill aligning state tax code with federal tax code

The Minnesota House of Representatives advanced a bill that would align the state tax code with the new federal tax code that President Trump signed on December 22, 2017. The bill cuts income tax rates for more than two million residents, increases the standard deduction, and reduces taxes for businesses. It would also result in tax increases for 148,000 residents. The Minnesota House approved the bill 90 to 38. (The state Senate approved the legislation on May 3, 2018. The governor vetoed the legislation on May 17, 2018.)

Senate approves bill to impose fees on pharmaceutical companies to fund opioid treatment programs

The Minnesota State Senate passed legislation that would impose \$20 million in annual fees on pharmaceutical companies to fund opioid treatment and prevention programs as well as county social services. The vote was largely bipartisan with six senators voting in opposition.

Governor vetoes bill GOP-backed tax bill, asks for funds for school districts

Democratic Gov. Dayton vetoed a bill (HF 4385/SF 3982) that would have aligned the state and federal tax codes. The governor said the bill gave too much to "the rich and big corporations and crumbs to people who need it." He refused to sign the bill because it did not contain \$138 million in one-time funds for school districts. In response, Republican lawmakers sent a letter to the governor asking to negotiate. House Speaker Kurt Daudt (R) said the bill would have "put money in low- and middle-income Minnesotans pockets." He also said the current budget included enough funding for districts. The governor said he would be willing to compromise.

Governor vetoes tax and budget bills

Gov. Dayton(D) vetoed tax and budget bills that were the biggest pieces of legislation passed by the GOP-led legislature, according to The Associated Press and Minnesota Public Radio. Legislators sent the tax bill, HF 947, after Dayton vetoed an omnibus tax bill on May 17. Dayton wanted more funding for school districts, and Republicans said HF 947 contained \$225 million for schools. In his veto message, Dayton rejected the claim, calling for new funding for schools and arguing that 80 percent of the proposed \$225 million came from already-allocated sources and the other \$50 million was from the budget reserve.

The tax bill would have brought Minnesota's tax code into compliance with the new federal code. The governor's veto could mean possible tax increases for Minnesota residents. The budget bill would have allocated funds for school

continued on page 6

Minnesota Legislative News *continued from page 5*

security, responses to the opioid epidemic, and the state elder care system, among other things. Dayton said he regretted vetoing some of the bill's provisions. In his veto letter, he wrote: "Included in this enormous bill are workable responses to problems that I sincerely hoped would become law: school safety and HA VA funds. I was sincere in my oft-stated desire to work with you and make these provisions become law. However, you knowingly prevent their enactment by inserting them into a bill, containing policies and agency budget cuts that I had said I would not sign." Thus, Dayton and legislative leaders placed blame on one another. Dayton said Republicans failed to compromise, while Senate Majority Leader Paul Gazelka(R) said the governor's veto was impulsive and vindictive. Dayton said he would not call a special session to address state finances.

Gov. Dayton signs last bill as governor, changing public employee pension system

Gov. Dayton(D) signed legislation (HF 3053/SF 2620) passed unanimously by the state Legislature. The legislation directs the state of Minnesota to allocate \$27 million in 2019 and \$114 million in the 2020-2021 two-year budget to public employee pension plans, requires increased contributions from current employees, changes cost-of-living adjustments for current retirees, eliminates cost-of-living adjustments for employees who retire early until they reach normal retirement age, and, according to the governor's office, "adopts more realistic assumptions for investment rates of return." A press release from the governor's office said the legislation "places the State of Minnesota on a path to fully fund state pensions within 30 years. In addition, the new law will immediately eliminate \$3.4 billion in unfunded liabilities to ensure the security of workers' hard-earned pensions and strengthen the state's long-term fiscal security." Minnesota faced \$16.2 billion in unfunded liabilities prior to the bill's passage.

The legislation was the last signed by Gov. Dayton, who did not run for re-election. Minnesota will hold an election for governor on November 6, 2018. Democratic and Republican primaries were held on August 14, 2018.

Legislatively referred constitutional amendments

In every state but Delaware, voter approval is required to enact a constitutional amendment. In each state, the legislature has a process for referring constitutional amendments before voters. In 18 states, initiated constitutional amendments can be put on the ballot through a signature petition drive. There are also many other types of statewide measures.

Remember . . .
Save The Date:
May 4, 2019

Join Grand Rapids BPW at their annual fundraiser . . .

THE Craft Show

November 3, 2018

TimberLake Lodge, Grand Rapids

Take a "road trip" and experience great shopping!

The Best Kept Secret

Linda Laitala, Web site Manager

Over and over I've heard BPW members lament that no one knows there's a Business & Professional Women's club in their community, even though they have been around for years, have interesting programs, and are a really nice group of people. Why aren't women beating a path to their door?

Times change, and so does the way people communicate and locate resources. Fliers, an occasional ad in the newspaper and word of mouth used to be enough. No more.

Here are some social media strategies that will help raise visibility and increase membership for you BPW Club.

Don't be afraid of social media. If you don't have a Facebook account for your club, create one. Post items every week. Share your mission, post pictures of members and meetings and celebrate women's achievements.

If you aren't using Facebook ads, you're missing an opportunity. Facebook remains the top social network and it's never been cheaper to build your BPW brand.

Typically, however, less than 0.5% of your fans or target market will stumble upon your page and see your updates.

To combat this, try Facebook ads. You don't need a lot of money. \$50 or less will get your message in front of 5,000 to 10,000 people and you can be extremely picky about who sees your ad. You can target users by location, demographics, age, gender, interests and connections and more.

Creating visibility for your club is a journey, not a destination. It happens one post and one ad at a time. Be diligent and persistent with your postings. The science of sales tells us it takes a person nine touches before they make a decision. Once they do you won't be the "best kept secret" anymore.

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 preferred (approx. 1 MB), but regular photos may also be submitted by postal mail.
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Stepping Out . . .
around the state!

WILLMAR AREA BPW

Jamie VanLengen &
Lana Palmer, co-presidents

For our annual member picnic in August, the group enjoyed food and refreshment at Goat Ridge Brewery. Some of you may remember it as the first stop on our Pub Crawl in April.

At the end of August, members Jeni Ritz and Nancy Welch organized our Mum Fundraiser. We raised \$1,418.27 for our scholarship fund.

In September we took a tour of the Little Crow Country Club between New London and Spicer. They showed us 3 types of rooms they have in the hotel.

October 23 will be our Honor Banquet. We will be honoring Jeanne Ashburn as our Woman of the Year. Jeanne is a local financial advisor and is involved with the Rotary Club, Chamber of Commerce, and NEXT Young Professionals Group. She is also a mentor for the Kandiyohi Creating Entrepreneurial Opportunities program. Our speaker, Kim Madsen, has asked us to donate her fee to the Willmar Regional Cancer Center for breast cancer awareness month.

Our programs group is keeping us in suspense about the November program, but promise it will be a good one. December will be our Holiday Event and is still in the planning stages.

FERGUS FALLS BPW

Beverly Rund &
Linda Hauge, co-presidents

Fergus Falls BPW is all about change this year. Our theme is Rise Up and Meet the Challenge. After struggling last year to have enough members at our meetings in the winter because so many go south, we knew things couldn't remain the same. We embarked on a journey to find new ways to be more appealing to more women. The result has been to change our meetings from evening to noon. We had one former member rejoin at our first noon meeting and two others have indicated they would like to rejoin. In addition, the members voted to entrust the business of the club to the Executive Committee. The EC meetings are open to all members and the minutes will be printed in the monthly newsletter.

Due to the restructuring, we voted to skip our cheese ball fundraiser this year. We will still present scholarships using money in our savings. We look forward to bringing them back in 2019.

We look forward to meeting the challenges we have set for our club this year.

GRAND RAPIDS BPW

Joni Fauchald, president

This is a great time of year for our club; our members are gearing up for our signature event – THE Craft Show. (See Ad on page 6.) Held on November 3, at the Timberlake Lodge in Grand Rapids from 9 am-4 pm, this is our big money raiser for our community scholarships. THE Craft Show is in its 14th year and is a bit unique as it is a juried show and strictly hand made only. Local members are busy hanging up fliers, putting together vendor packets, signing up for Friday set up and Saturday workers, filling vendors spots, finalizing plans with hotel, etc. Lots of work involved, but fun and satisfying.

We met on September 27 for one of our quarterly meetings. We voted on scholarship recipients: Grace House (Grand Rapids Home-

less Shelter) \$500, United Methodist Coat Closet (community driven) \$500, Zion Closet (purchase of needed items) \$500, and Empty Bowls \$250. We chose those organizations as they seem to reach out to those in need year-around but especially with winter approaching.

Our next meeting will be on November 15 at Majestic Pines Senior Living at 5:30 pm.

2018-19 Officers: Joni Fauchald, president; Nikki Roberts, vice-president; June Johnson, secretary; Faye Crane, treasurer.

MANKATO BPW

Pat Kaiser, president

Mankato BPW is excited to start our fifth annual Cheese Ball event and kicked off the season during our September meeting. This event started in the fall of 2014 and we have given away \$7,000 in scholarships over the last four years. Our 2018 winners, Elisa Thompson and Madison Barber, were each awarded with a \$1,000 scholarship during our August meeting. They shared their story and we were inspired with their enthusiasm. It was a good feeling knowing we made a difference in their lives! We are now going to offer a discounted student membership to hopefully expand our group.

As another way to give back to our community, items are gathered quarterly for our local safe shelter for parents and children, CADA, which stands for Committee Against Domestic Abuse. One of our members is on their board and drops off items such as clothing, gift cards, and anything else listed on their current need list. Our next donation will be in December for the holidays.

These activities support our mission statement: "Working together to promote person empowerment, profession development, and political awareness while creating an environment for building relationships and connecting the women of the greater Mankato area"



DALA OF MORA BW

Sue Hallin, president

What an amazing opportunity that I wanted to run away from and now I find myself running toward it! "It" is the DBW of Mora President position. I am blessed to be a part of an inspiring, committed, fun, beautiful group of women. Of all the experiences in my life, this ranks at the very top. Being part of this organization has caused a ripple effect in my life that is so positive and that ripple effect is making such a difference in my life and others' lives as well. With great joy I humbly want to express my gratitude for the excellence in commitment of this local chapter and the entire organization. I believe in the coming years, this organization will continue to inspire all the women, young and old, in each one of our lives in a positive way.

Upcoming events: October 22nd celebrating caregivers, and in the Spring we will be celebrating our 40th anniversary!



A quilt given with love to Linda Laitala for all her hard work.

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If the date on your mailing label is **red**
your dues are past due.
Please contact your club treasurer to renew.

Photos from the 2018 — Friday night “Wine and Dine” and Saturday’s **State Event**

