



# The Minnesota *Business Woman*

The Official Publication of Minnesota Business Women

Vol. 81, No 2 • Fall 2014-15

*Get ready for the Annual Event . . .  
plans are being made . . .  
please save the date . . .  
April 24-25, 2015*

## HISTORY OF NATIONAL BUSINESS WOMEN'S WEEK (NBWW)

October 20-24, 2014 marks the 86th anniversary of National Business Women's Week. Since its creation in 1928, the event has been sponsored by Business and Professional Women to recognize and honor the achievements of working women throughout history. BPW members and BPW Foundation call attention to local women entrepreneurs, facilitate discussions on the needs of working women, share information about successful workplace policies and raise awareness of resources available for women in their communities.

The concept of National Business Women's Week originated from Emma Dot Partridge, executive secretary of Business and Professional Women/USA from 1924-1927. The first annual observance of NBWW was held April 15-22, 1928 and National President Lena Madelin Phillips opened it with a nationally broadcast speech. She said that the purpose of the week was "to focus public attention upon a better business woman for a better business world." From this early effort, NBWW has grown to be a nationwide salute to all working women.

NBWW was moved to the third full week of October in 1938. Over the years, NBWW has become an event widely recognized by public and private institutions and local communities. Each U.S. President since Herbert Hoover has acknowledged NBWW with a letter recognizing the contributions and achievements of working women. In addition, on the state and local levels, governors and mayors also issue similar proclamations.

The celebration of National Business Women's Week has helped to promote leadership roles for women and to increase opportunities for their advancement professionally and personally.

From the Business and Professional Women's Foundation Web site

Mary Jo Igelstad-MBW State Historian



*check out the new look on our web site:*

[www.mnbusinesswomen.org](http://www.mnbusinesswomen.org)



## Inspiration, Style and Substance

Kelly Hulke, Director

I recently attended the MN Business and Professional Women board of directors meeting in the Twin Cities. The quote from Robin Williams on the bottom of the agenda that President Joni sent out was an inspiration to me: *"Being in the same room with people and creating something together is a good thing."*

On the state level, we ARE creating something good for the women of Minnesota.

Let's begin with what I'm familiar with, and that is my own BPW club. Plain and simple, we have been inspired by the women of Fergus Falls BPW. They are the cheese ball queens who raise thousands of dollars each year by selling 10 oz. cheese balls. I will be honest here and say that Mankato BPW has struggled to find a fundraiser every year. We made a huge commitment to offer a \$1,000 scholarship this spring, but now we have to figure out how to fund it.

I believe the best ideas are "modeled" after someone else (some like to say stolen, but I prefer modeled—and improved upon). Thus, we are going to shoot for the moon this year and make "Mankato BPW Cheese Balls." I cannot thank Jenny Konrad from the Fergus Falls BPW enough for her detailed email and helpful hints to get us started. Their recipe is a well-guarded secret, so I have found that part of the fun is having our members submit their favorite recipes, and then trying all the different cheese balls we come up with.

Jenny said it best in one of her emails to me: *"While it is a huge project and is a ton of work, for each individual, it really is a small commitment of time for such a heartwarming and inspiring cause. It really is amazing what a little cheese ball can do!"* Did you catch that? Inspiring cause. Amazing. Heartwarming.



National Business Women's Week is set for Oct. 20-24. This year, we have the ability to inspire each other with style and substance. It may be as simple as a cheese ball, or it may be as important as tirelessly giving yourself to help others.

A famous quote from Coco Chanel goes, *"My life didn't please me, so I created my life."* It sums up, in a few words, her rise from a tattered childhood to a fashion icon—with much embellishment along the way. But it also makes me think of the way we women reinvent ourselves constantly throughout our lives, and how our style—our manner of expressing who we are—is ever evolving to reflect the substance inside.

It's time to look at ourselves and our local BPW organization and ask, "What's our style?" With the coming year, the various fundraisers, the spring state event...I hope you will take a minute to reflect and decide whatever your style, whatever your substance, it's time to let it shine.

## Membership *Julie Asmus & Director & Membership*

Doesn't everybody want to be a part of a great group of bright, interesting, intelligent women? Of course they do, but they have to know about us first!! How did you get involved in BPW? I'll bet someone asked you to join them at a meeting. Most people got involved because someone took an interest in them, made them feel wanted and invited them to see what BPW had to offer. You can hand out brochures, have ads in the paper or even take out radio spots, but the most effective tool, and least expensive, is a personal invite.

Once you have guests and members at the meeting, make sure it's worth their while to be there. Make sure it's organized, upbeat and informative. You need new members for new ideas, but don't neglect your long time members. People need to be engaged and want to get something out of being a part of BPW.

Start planning now for a membership drive event in the spring. Challenge every member to bring at least one guest. It's a great opportunity to inform them of your organization's accomplishments and show them why they would benefit from belonging to such a diverse group of fabulous women.

## Leadership Directory Corrections

[published in the summer issue]

### CLUB PRESIDENTS

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## “Her Honor: Rosalie Wahl and the Minnesota Women’s movement”

— By Lori Sturdevant

Reviewed by Mary Jo Igelstad, MBW Historian

Rosalie Wahl was the first woman on the Minnesota Supreme Court. She changed the ways judges saw the cases they decided. A champion of both women’s rights and civil rights, she was especially interested in cases by women impoverished by divorce, abused by their partners, and discrimination. Rosalie herself overcame childhood tragedy and a difficult marriage to become a defense attorney and respected judge.

She was born in 1924 in Gordon, Kansas. Her mother died when she was three and she moved in with her grandparents in Birch Creek, Kansas. Her grandfather and younger brother were killed in a train accident which she witnessed when she was seven. They couldn’t afford to sue because they didn’t have the \$100 up front for an attorney. While in school she learned “you played fair, you were fair”. She figured that was good grounds for a judicial career—Play Fair. While growing up on the family farm, she decided she wanted to be a journalist so she enrolled at the University of Kansas in 1942. Her fiancé, Eldon Peck, was killed in an Army Air Corps training accident before Wahl could visit him. She decided to go back home and taught school.

Rosalie was married in 1946 to Ross Wahl, an Army vet. In 1962 she and Ross had four children and Rosalie enrolled in William Mitchell College of Law; she was 38. Rosalie graduated in 1967 and went to work for C. Paul Jones at the Office of the Public Defender. Between 1967 and 1977, when she was appointed to the State Supreme Court, she argued well over 100 cases.

At a conference in St. Cloud on women’s issues, Secretary of State Joan Grove announced that Gov. Rudy Perpich was going to appoint a woman to the tax court, appoint Esther Tomljanovich to the District Court in Washington County and appoint Rosalie Wahl to the Supreme Court. She served on the court for 17 years until the mandatory retirement age of 70. Wahl was generous, and her work on gender and race fairness was deep. She cared about the law, but cared even more about justice. Rosalie died July 22, 2013, at the age of 88.

Our Legacy:  
Preserving...Living...Sharing

## The First Women's Rights Convention

— Information supplied by Karen Howell, PSP

The Seneca Falls Convention — the first convention for women's rights — began on July 19, 1848. The seed had been planted eight years earlier, and grew out of the abolitionist movement. Lucretia Mott and her husband were traveling to London to attend the World Anti-Slavery Convention. Aboard the ship, they met a pair of newlyweds — Henry and Elizabeth Cady Stanton — who were also on their way to the conference for their honeymoon. Once in London, the six female delegates, including Mott and Stanton, found that they would not be seated and could only attend the conference behind a drapery partition, because women were “constitutionally unfit for public and business meetings.” Mott and Stanton were outraged, and together they agreed that they really should organize their own convention.

Eight years later, on July 11, they ran an unsigned announcement in the Seneca County Courier that read: “A Convention to discuss the social, civil, and religious condition and rights of women will be held in the Wesleyan Chapel, at Seneca Falls, N.Y. [...] During the first day the meeting will be exclusively for women, who are earnestly invited to attend.” Just a few days before, Stanton took the Declaration of Independence as her model and drafted what she called a Declaration of Sentiments, calling for religious, economical, and political equality.

Later in her life, Elizabeth Cady Stanton wrote in her diary, “We are sowing winter wheat which the coming spring will see sprout and which other hands than ours will reap and enjoy.” It would be 72 years before women would be granted the right to vote. Only one of the signers of the original Declaration of Sentiments was still living in 1920. Charlotte Woodward, who had been 19 and working in a glove factory in 1848, was too ill to cast her ballot.

- *The First Women's Rights Convention was held at the Wesleyan Chapel in Seneca Falls, NY on July 19 and 20, 1848.*
- *An estimated three hundred women and men attended the Convention, including Lucretia Mott and Frederick Douglass.*
- *At the conclusion, 68 women and 32 men signed the Declaration of Sentiments drafted by Elizabeth Cady Stanton and the M'Clintock family.*



# Legislative Updates

*Susan Jordahl-Bubacz, Director & Legislative Chair*

## MINNESOTA UPDATES:

**MNSure (& Different perspectives)** Minnesota residents interested in purchasing their health insurance through Minnesota's exchange, called MNSure, will find the new 2015 rates varying from a 9 percent reduction to a 17 percent increase as compared to their current plans, according to state figures released Wednesday, October 1. The overall average, according to Dept. of Commerce Commissioner Mike Rothman, is an increase of 4.5 percent; however, Republican leaders cited the figure as misleading. Meaning Minnesota still has the lowest rates in the nation. MNSure will have five companies competing for customers as PreferredOne dropped out, but, Blue Plus filed to be added to the state health insurance exchange.

**MN Community Colleges Awarded \$17M** \$17 million in grants have been awarded to support job-driven training programs at 14 community colleges in Minnesota. The White House said the program is geared toward military veterans, the long-term jobless and people who lost jobs when their former employers shifted production offshore.

**State Gains 6,100 Jobs** Minnesota employers added 6,100 jobs in August, according to a report released last week by the Minnesota Department of Employment and Economic Development. Minnesota's unemployment rate fell to 4.3 percent, the lowest level in nearly eight years.

**All Day Kindergarten** This year, for the first time, the state of Minnesota is paying for full-day kindergarten, a move educators hope will provide an academic jump-start for the state's youngest learners.

**Solar Power Surge in MN** A 2013 state law requiring investor-owned utilities to get 1.5 percent of their electricity from solar by 2020 has prompted a surge in the pace of solar power development - it's expected to jump over the next two years as big utilities bring new capacity onto the grid.

**Joint committee to take on Railway congestion** Minnesota's clogged railways are negatively impacting farmers, miners, heavy industry and more, a joint House and Senate hearing heard Tuesday. Lawmakers and industry representatives lay the blame for the slowdown on a jump in the number of oil trains crisscrossing the state to and from North Dakota's booming Bakken oil fields. The railroad industry representatives reported to the joint commission that, even without the increase in oil train traffic, the state's rail capacity has been stretched in recent years.

No action was taken by Legislators at this time. "We have an unprecedented situation," said Rep. Frank Hornstein (DFL-Mpls), chair of the House Transportation Finance Committee. Agriculture, mining and passenger rail are all being impacted by the slowdowns, he said. "We need to know why that's happening."

**ERIC Voter Registration in MN - (ERIC, Electronic Registration Information Center)** Minnesota has joined a multistate voter registration group that will help provide more accurate voter registration information at the polls. The Electronic Registration Information Center (ERIC) is a non-profit organization with the sole mission of assisting states to improve the accuracy of America's voter rolls and increase access to voter registration for all eligible citizens. ERIC is governed and managed by states who choose to join. It was started by seven states who were inspired to create ERIC due to the challenges in maintaining the accuracy of voter registration records. While most private industry, and many government agencies, have updated their systems to take advantage of modern technology, voter registration systems remain largely based on 19th century tools, such as handwriting on paper forms and postal mail. The inherent inefficiencies in the system result in unnecessarily high costs, and make it difficult to keep voter rolls clean throughout the country. The stats on errors approximates that 1 in 8 voter registration records in America contain a serious error. In addition, more than 51 million citizens, or 25 percent, remain unregistered to vote.

## **Wilderness Act- Happy Golden Anniversary!**

2014 marks the 50th anniversary of the landmark Wilderness Act. The 1964 Wilderness Act created the National Wilderness Preservation System, which protects nearly 110 million acres of wilderness areas from coast to coast, including Minnesota's Boundary Waters Canoe Area Wilderness.

## **FEDERAL UPDATE:**

### **'The Schedules That Work Act.'**

The Schedules That Work Act is a pretty hot legislative topic across the board right now, for employees and employers, and low paid wage earners, of which the majority is made up of women. I've been researching this as information has been presented, weighing both the pros and cons! As business women, this act will certainly affect us in one shape or form. We want to hear from you. This is your chance to weigh in, and help formulate what is the best happy medium for all. Parts of this bill seem to make good sense, some of the bill could be a bit of a kick in the teeth for business owners. I invite you to, please, take a few moments of your time and read up on this act. Send me an email with your views. Here at MBW, we have a long standing history of helping to influence policy making. For further information on The Schedules That Work Act, I simply suggest you search it. There are several perspectives and I have found my personal best bet is to investigate both sides of the proverbial story and then check a site or two I trust with factual, pertinent information. When it comes to women's issues, I do trust [www.nwlc.org](http://www.nwlc.org) - or, the National Women's Law Center. They are great about supplying easily accessible information via PDF's and downloads with great information.

Please send your perspective on this act to me, Susan Jordahl-Bubacz, MBW Legislative Chair, at [susieq80@outlook.com](mailto:susieq80@outlook.com)

## Minneapolis Business Woman Elected to Board of Women's Business Development Center

CHICAGO, IL, September 11, 2014 – Beth Kieffer Leonard, managing partner of Lurie Besikof Lapidus & Company, LLP, in Minneapolis, has been elected to the Board of Directors of the Women's Business Development Center (WBDC).



Leonard became the first woman partner in 1995 and the first woman managing partner in 2008 at Lurie Besikof Lapidus. Leonard leads a team of professional advisors dedicated to providing exceptional accounting and consulting services for a wide-range of clients. Active in several civic organizations, she has won recognition from numerous national and regional associations, including "Women in Business Champion" from the Small Business Administration—Minnesota. She is a member of the American Institute of Certified Public Accountants and the Minnesota Society of Certified Public Accountants.

Leonard received her B.S. degree in Accounting at the University of Minnesota's Carlson School of Management. Lurie Besikof Lapidus is one of the founding members of the WBDC's satellite office located in Minneapolis along with Fredrickson & Byron, P.A. and BMO Harris Bank.

A nationally and internationally recognized women's business assistance center in its 28th year, the WBDC provides a continuum of business development services to prospective and established women entrepreneurs including counseling, training, financial, certification and procurement assistance in Spanish and English. The mission of the WBDC is to provide services and programs that support and accelerate women's business ownership and strengthen the impact of women on the economy. The WBDC is headquartered at 8 S. Michigan Avenue, 4th Floor, Chicago, Illinois 60603, and has a satellite office in Minneapolis, Minnesota. To learn more, visit [www.WBDC.org](http://www.WBDC.org)

## Attention ALL local Clubs

*Jane Geisinger, Bylaws*

Please send me a copy of your most current bylaws. I will make any necessary changes so that they conform to the new state bylaws, then return them to you. I prefer an electronic copy sent to [jane.geisinger@fergusarts.org](mailto:jane.geisinger@fergusarts.org). But, if all you have is a hard copy, please mail it to me at: Jane Geisinger, 24630 Co Hwy 88, Fergus Falls, MN 56537. Please also feel free to contact me if you have any other questions about bylaws or how to interpret them. I prefer e-mail, but if you prefer calling, my number is 218-205-1151. You can also text me at that number.

# Preserving...

# Living...

# Sharing



# around the state!

## DALA OF MORA BW

*Leona Dressel, secretary*

DBW is in motion! This year Dala of Mora is in recruitment and PR momentum. Our local group just completed a Business Café event – where a number of local businesses met with our group and had the opportunity to learn more about DBW and the benefits of membership. The third week in October we celebrate and recognize women with a special evening out and fundraiser for scholarships. In our horizon...we have many jam-packed opportunities to network, learn and reflect, as well as having terrific programs to provide us resources – something for everyone!

Our schedule includes:

- November 24 Business Meeting–Thankfulness
- December 8 Business Meeting & winter party
- January 26 Business Meeting–Books/Authors
- February 23 Business Meeting–TBA
- March 23 Girl Friends' Evening Out Scholarship fundraiser
- April 27 Business Meeting–Eat good food–CSA
- May 25 Business Meeting–Celebration of Women

Our local continues to develop our brochure, business card and web page. The members within our organization are talented, skilled and diverse and are enthusiastically bringing these gifts to the table to have one of our most successful years ever!

On behalf of Dala of Mora, enjoy the beautiful fall colors and wonderful weather.

## FERGUS FALLS BPW *Adrienne Bolland, Co-Programming VP*

The Fergus Falls BPW has a wonderful program schedule to include something for everyone from personal interest to family life to business interest. The success of each program stems from the variety of interests and talents among our members.

In the spring, the members complete a survey to gather the themes they would like to see in a program. The Program VP uses this information to present a calendar of programs to the executive committee for approval.

This survey also asks which months a member is available, which themes each member would like to work with and the Programming VP assigns the committee members for each month.

We enjoy both meeting new people through the guest speakers as well as hearing from our own members. The committee is allowed to set up a program that either brings in a guest speaker or is presented by a current member.

This summer we held two social events. In July, we attended a local play in which one of our members had a leading role. In August, we meet at a member's home for a wine and appetizer social. It was great to just sit back and enjoy great conversations while tasting different wines.

We started our regular meeting year off with a program on BPW Today. The committee presented the changes that have occurred on the state level as well as what the state is looking for from club members.

In October, guest speakers will introduce their new local business of making chocolates from the cocoa bean. Programs for the remainder of the year will be: Holiday Decorating, Christmas Party, Women's Defense, Nurturing Your Marriage & Relationships, Motivation & Leadership, Reducing Clutter, Living Green, and the Installation of Officers.

### MINNESOTA BUSINESS WOMAN

- **ADVERTISING:** *Minnesota Business Woman*, the official publication of Minnesota Business Women is published four times each year (July, October, January, 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 for the *Minnesota Business Woman* 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.
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March 1, 2015 – Spring 2015 Issue

## GRAND RAPIDS BW *Susan Jordahl-Bubacz, president*

National Business Women's Week: Our NBWW chair is writing an article for our local paper, and preparing PSA for other area media. Our October 'NBWW' meeting will be a membership drive. In honor of Working Women, members and guests will be invited to wear a suit jacket and neck tie, or a shirt and tie. We have a special speaker that night, Liz Olson, from TAKE ACTION MINNESOTA. Olson is out of Take Action Minnesota's Duluth office and will be driving up to speak to our members and guests. We will also be presenting an award for the Grand Rapids Woman of the Year at this meeting. Guests from other clubs are welcome as well! If interested please RSVP to Susan by Friday, October 17th. Meeting is the 4th Thursday, October 23, at the Sawmill Inn, Grand Rapids. We start gathering about 5:30 with a start time of 6 pm.

November: Our signature event, 'The Craft Show,' will be held Saturday, November 8, at the TimberLake Lodge in Grand Rapids. It is a fantastic event with artists/artisans from around the state and more! It is a juried show, thus, all products offered are of top notch craftsmanship. We are filled!!!! November meeting: November is national Caregiver month and we will be having a speaker and theme based on this, as approx. 90% of women are still the vast majority of main caregivers.

State Website: We have gotten our part of the website up, and have been working with Dennis to upload different things, some just aren't possible, so we are learning our boundaries of what we can and cannot make happen on our Grand Rapids page.

## St. Paul BPW

St. Paul BPW's recent programs have taken us globe-trotting. The July program featured speaker Phoebe Reinhart, a Zen Buddhist practitioner recently back from 3 months training at a Zen monastery in Japan.

In August we went no farther than the garden enjoyed by half of our members. Botanist and orchid-expert Charles Coad, president of the Gallery Garden Club and a volunteer at the U. of Minn. where he assists in caring for orchids and other groups of plants in the botanical collection of live plants and provides expert advice on their culture to the public, shared his expertise with St. Paul BPW.

The September meeting took us to Europe and the Middle East with LO president Joy Bannister for one of our ongoing series "It's My Story." Joy, born in England, was a member of the Royal Ballet troupe in England, then studied in Spain and performed in other European countries. An injury ended her dancing career and she took to the air as a flight attendant for British Airways for a number of years.

October 5 some members will be attending a performance of "Radio Man" at the MN History Theater in St. Paul.



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TO:

## MANKATO BPW

*Kelly Hulke, president*

The Mankato ArtWalk was on the agenda for the Sept. Mankato BPW meeting. Seven members enjoyed a picnic lunch and then toured the streets of Mankato in search of art exhibits. In the time allowed, Mankato BPW viewed over twelve exhibits. For the past four years, CityArt Mankato has hosted the city-wide outdoor exhibit of sculptures in both Mankato and North Mankato. The 32 sculptures on display this year come to Mankato from all over the country and abroad. This is the third year that the Mankato BPW group has taken the tour as part of their September social event. The highest priced sculpture was entitled Polar Bear and Cubs, valued at \$76,800.

One of our goals for this year is to re-establish a scholarship fund through the efforts of a fundraiser. We have decided on “modeling” the Fergus Falls BPW Cheese Ball Fundraiser this year. The Mankato BPW “mixing” date for cheese balls is set for Wed. Nov. 19th and the “rolling/delivery” date is set for Nov. 23<sup>rd</sup>. (Right before Thanksgiving/Christmas/Super Bowl.) We will be offering three flavors of cheese balls: Plain, Tangy Chipped Beef and Pecan with Raspberry. A HUGE thank you to Fergus Falls BPW, Jenny Konrad and Michelle Vogl! Thank you for their ideas of promotion, posters, and fact sheet. As Jenny said in one of her emails, “*It really is amazing what a little cheese ball can do!*”

We will kick off Nat’l Business Women’s week with the beginning of our cheese ball sales and the proceeds will help establish our Mankato BPW scholarship fund as well as other community events. One of our Mankato BPW members, Sue Van Boening, will be attending the Fergus Falls rolling day to observe how Fergus Falls produces over 1,100 cheese balls. We are very excited and hope to sell lots of cheese balls for our first year fundraiser! Our goal is to offer a \$1,000 scholarship in the spring of 2015! WOW!

We have two new dates set for our “Clothes Closet Service Project” to finish out the year, which will be Oct. 14 and Dec. 9. This project gives “free clothing” to disadvantaged women from three facilities in Mankato. This project is a joint effort between the clubs of Mankato BPW and Zonta.

The Mankato BPW meets the 3<sup>rd</sup> Wednesday of every month at the WOW Zone which is owned by one of our long-time BPW members, Pam DeMarce.

## WILLMAR BW

*Stacy Petersen, president*

Willmar is excited to report that our chapter is growing!!! We welcomed 2 new members, Lana Palmer and Stephanie Carlson. Welcome Ladies, we’re excited to have you join us!

Over the summer, the mentors had pedicures and a pool party, saw "The Little Mermaid" at Chanhassen and went school shopping. In August, our membership enjoyed a picnic on Green Lake at the home of our member, Linda Mickelson. A great time was had by all!

We also gave out three \$500 scholarships this year:

Crystal Goosman - Married with three kids, pursuing an accounting degree

Leila Aden - Married with one daughter, pursuing a degree in Journalism.

Blanca Espejel Cano, Mother of 3 children, enrolled in the Office Assistant Program.

Currently, we're busy planning for our October Banquet where we'll recognize a Woman of the Year and Business of the Year and have an ad in the Business Women tab of the local newspaper.

Looking ahead we are planning a membership drive in April and our Annual Girlfriends Night Out in May-June.



*The September social event for Mankato BPW was an outdoor picnic and walk through the city-wide outdoor exhibit of art, known as CityArt Mankato. A total of thirty-two sculptures are on display in downtown Mankato/North Mankato until the end of October.*

*Mankato BPW members from left to right include:*

*Kelly Hulke, Jackie Derner, Brooke Forstner, Shannon Ballman, Tami Ellis, Samantha Hay, and Sue Van Boening.*