



May 2008

## Message from the President

Allow me to begin by thanking PWI for the recent honor given me: Woman of Influence for 2007-2008. I was surprised, humbled and thrilled; all I can say is: thank you so much.

Influence is an interesting concept: the power to affect, control or manipulate others or the ability to change developing ideas. These are the Wikipedia definitions. I would prefer to think of influence as the ability to listen to others, to offer suggestion and knowledge and then support whatever decision is made or the actions are taken. Couple networking with influence: The definition of networking is any method of sharing information between systems or individuals.

One of the historical issues for women in business has been the sense that we do not know how to network. Men have long used golf games or sporting events to meet clients, get to know one another and then begin the discussion that may result in a business relationship.

There is no question that we have come a long way in this regard. PWI is clearly an example of a successful networking and relationship building for women in Jo Daviess County. But how actively do you take advantage of the monthly opportunity to interact with both new and familiar contacts?



**Mary Sheahen**  
PWI Co-President

If, every month, those of us attending made a concerted effort to meet at least one new person and used our influence (ability to listen and support) to make that connection meaningful, think of how our circle would broaden. Women working together and supporting each other's efforts to be successful in work and in life is the greatest way to influence.

And about that golf outing...a great way to learn how to play, a fun day to laugh and relax and one of the best networking opportunities we have!!! See you there. Remember knowing how to play golf is not required.



## Professional Women's Initiative Board

### Co-Presidents

B'Ann Dittmar  
U.S. Bank  
bannn.dittmar@usbank.com

Mary Sheahen  
Wild Clover Day Spa  
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### Secretary

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### Treasurer

Tina Hyde  
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### Director of Communications

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### Sue Berning

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### Director of Community Connections

Betsy Eaton  
Convention & Visitor's Bureau  
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### Hospitality Director

Jackie Richardson  
Eagle Ridge Resort and Spa  
jrichardson@eagleridge.com

## May Luncheon: Dressed for Success



What do your clothes say about you? Whether it's fair or not, people size you up by what you wear.

What is the first step to dressing well and projecting the image you

want to portray? Acknowledge that your clothes send a message about your work ethic and realize that they can have a profound impact on your mood and how you face the day.

Robin Vaughn, owner of Simply Elegant Boutique in Galena will give you the tools you need to create YOUR perfect wardrobe, no matter what your profession, and show you how to dress for success – in the office and out. Join us on Wednesday, May 14, 11:30 a.m. – 1:00 p.m. at the Ramada Galena. RSVP to Jackie at jrichardson@eagleridge.com. The price is \$12 for members and \$16 non-members.

## Ugly Dress Contest

Dig out that Ugly Dress, or maybe even an old bridesmaid dress! Bring it to Simply Elegant Boutique by Sunday, May 11th and fill out a short entry form. The \$5 entry fee (1 entry per person) will raise money for the PWI Scholarship Fund

Winners will be announced at the May 14th PWI Luncheon and prizes will be awarded for the top 6 ugliest dresses and **the first place winner receives a complete makeover package worth over \$350.00!** (Personal Fitting and a \$100 gift card to Simply Elegant along with a package from Wild Clover Day Spa: hair, make-up, and \$25 towards products).

All dress entries will be displayed at the luncheon with their respective stories.

Thank you Robin Vaughn, Simply Elegant Boutique and Mary Sheahen, Wild Clover Day Spa.

## PWI Purpose

The purpose of the group shall be to offer professional and social networking opportunities and is dedicated to be an active, innovative resource by providing support, offering opportunities for professional growth and development, while promoting the establishment of purposeful relationships between members.

## PWI Member Connection

Member Connection is a place for members to make announcements, employment opportunities, large sale items or large items someone may need. If you would like to contribute to this section, email Nancy Peterson at petersonnancy@mac.com to post in the newsletter. The deadline is May 20 and will be posted for one month.

## May 14 is the last chance to have your photo taken for the PWI Directory (11 a.m. - Noon)

After a year of volunteering on the Communication Committee and creating the PWI newsletter, Lisa McCarthy will step down. Any member interested in creating the monthly newsletter should contact Nancy Peterson at petersonnancy@mac.com.



# Portrait of a Lady

By Nancy Peterson



**Betsy Eaton**

**Where are you from?**

I'm from Galena, IL.

**What did you do before working with Galena/ Jo Daviess County Convention & Visitors Bureau?**

Various business related fields including banking, real estate paralegal, finance, marketing and management.

**What brought you to your current position?**

An interesting set of circumstances and 30 years of hard work.

**What has been the most interesting aspect of your work?**

Working with an awesome staff that have become friends as well as co-workers.

**What has been your biggest challenge?**

Keeping all the balls in the air and coordinating the requirements of the CVB's various program areas.

**Tell me about your family.**

I have three grown daughters and seven grandchildren.

**Any pets?**

Through the years some wonderful dogs but that stage of my life is over.

**Who are you inspired by?**

My daughters and the greatest generation of which my parents were a part of.

**What is your favorite book?**

*The Greatest Generation* by Tom Brokaw

**What is your favorite movie?**

*The Sound of Music* because it is the favorite movie of my grandchildren and we repeatedly watched it together.

**What is in your refrigerator?**

Salad fixings, cheese, and beverages

**If you could invite anyone to a dinner party dead or alive, who would you invite?**

My grandparents, parents, children and grandchildren

**What is your favorite vacation spot?**

New Zealand

**Your favorite pastime is....**

Walking around Galena and appreciating its architecture.

**What has been your largest personal challenge?**

Being a college student in my 40s.

**What are you most proud of?**

My three successful and well-balanced daughters and setting and attaining the goal of earning a college degree.

**Are you living your dream?**

And then some

# PWI Board Meeting Minutes

## April 3, 2008

**Location:** US Bank

**Board Members Present:** B'Ann Dittmar, Jackie Richardson, Mary Sheahan, Betsy Eaton, Nancy Peterson, Tina Hyde, Sue Berning, Stephanie Heine & Carrie Melton

**Board Members Absent:** None

**Secretary Report:** None

**Treasurer Report:** Tina distributed and reviewed the treasurer's report. Our current checking account balance is \$10,607.57. Tina motioned that we roll \$5,000.00 into a 7-month CD – all were in favor.

We currently have 69 members, 18 of which are new members. There are 52 current members that have not renewed membership at this time. Sue will send a reminder letter to those members and will follow up with a phone call.

There were 52 at the March luncheon with 45 RSVP's. With additional people attending and the fact that we offered a plated meal there were a few people who did RSVP and did not get to eat. During the discussion on how to handle this problem we all agreed to clearly state this to all members and to emphasize the importance of making your RSVP.

We currently have 32 booths signed up for the Booth Event on April 9, 2008. Carrie will give Stephanie a list of all the participants that have signed up and any special request from them. Sue will send out a reminder to everyone about the booth event.

Tina left after her report.

**Membership Report:** Sue gave Nancy a list of three people who were interested in writing an article in the PWI newsletter. We had six referrals for new members. Sue will email a letter inviting them to join PWI.

Sue suggested that she be present in the Ballroom prior to the luncheons to support membership. Carrie will assist Tina at the registration table. This will start in May.

Starting in May, Jackie will start sending the email invitations out for the luncheons and will keep track of all the RSVP's. Carrie will give Jackie any speaker information that needs to be included in the invitation. Sue will provide the latest database of PWI members. The invitations will be sent out the Monday of the PWI Board Meeting. Deadline for RSVP's will be on Friday and Jackie will send out an email on that Friday with a reservation list.

Sue volunteered to assist at the PWI Booth during our Booth Event on April 9, 2008. Carrie will send a reminder to all participants about items for the "Wheel of Fun". Nancy will bring 1 unwrapped angel to the event to showcase at our booth.

Sue will welcome new PWI members starting at the May Luncheon.

Final plans are being made for the May luncheon that will include some fashion tips.

**Hospitality Report:** Jackie reported that she is almost finished with all the Golf Outing details that will be held in June. She will pass along the Golf Outing information to Nancy by Friday, April 4th. Nancy will place it in the *Territory Times*. Jackie mentioned that there is a need for more caddies. During the May luncheon we will make an announcement to members requesting donations of prizes.

B'Ann suggested a different venue for the Annual Luncheon. Jackie will ask for bids from different restaurants in the downtown area.

**Communication Report:** We discussed the new website and features. Profiles are needed for all the PWI Board Members. The History of PWI was also suggested for the website. Scott's bill for the website was \$175.00. Mary motioned the bid for Scott, seconded by Jackie. A Board only tab on the website was suggested that would allow for board members to retrieve the database, etc. Nancy will find out what cost would be involved in this.

The use of the website was discussed and ideas mentioned to draw more members to the site. Carrie suggested a counter be placed on the site for us to track the number of visitors. Betsy suggested that we add our website to all material.

Membership Directory Bids were received from 3 sources and Liz Larson's bid was considerably less than the other two. After discussion, Betsy motioned Liz for the Membership Directories, seconded by Sue with Nancy abstaining. B'Ann will inform Liz and will set up photo times for members at the April Booth Event and May Luncheon with a goal to have the directories finished by July. It was suggested that next year we include member websites.

B'Ann received scholarship applications and a board committee will meet at US Bank on Monday, April 7, 1 p.m. to review the applications and make a decision. The three recipients of the \$1,000 scholarships along with their parents will be invited to attend the May luncheon.

Betsy will continue to look for organizations for PWI's monthly community connection program.

**Next Meeting:** May 1st, 2008, 8:15 a.m. at US Bank.

**Meeting Adjourned:** approximately 10:15 a.m.

## Girls (and Guys) Just Wanted to Have Fun!



The 2nd annual PWI “Girls Just Want to Have Fun” Booth Event was a success with lots of door prizes awarded, free stuff and food.

Upper left: Jon Allen



Near left: A lively discussion at the Wild Birds Unlimited booth

Rose Werner explains the offerings at her Arbonne booth.

## 3rd Annual PWI Golf Outing & Social

Please join us June 11th at Eagle Ridge Resort & Spa for PWI’s 3rd Annual Golf Outing & Social. Registration opens at 11:00 am. At 11:30 a delicious grill buffet will be served. While we are enjoying lunch we will begin the caddie auction. We will then play 9 holes at The East Course starting at 1 pm – shotgun start. The format will be a scramble, which is a team competition where players play the best ball of a team member after every stroke or drive.

### Sign-up early

There are only 18 four-person teams available and the last two years have been sold out! Friends of PWI members are welcome and encouraged to join this fun event. So, create a team of PWI members or invite a friend. You may also sign up individually and we will assign you to a team.

### Never played golf before?

Here is your chance. This fun event is for all levels of players.

### Caddie auction (back by popular demand)

Local male “celebrities” have once again been called on

and will be available for auction as your personal caddie for the day. Each caddie comes with a customized prize package assembled just for this outing. Caddie bidding will begin promptly at 11:45, during lunch. You may pool your money and bid on the caddie as a team or as an individual. Last year we were able to raise \$3,000 for PWI’s Scholarship Fund. Proceeds from this year’s golf event will also be put into the scholarship fund to further the education of a high school senior.

### Event Prizes

To make this event even more fun there will be several opportunities to win flag events. We encourage you to donate an item to be awarded as one of the flag prizes. Your generosity will be recognized in PWI publications. Prize donations may be brought to the May 14th PWI luncheon at the Ramada, either of the Galena U.S. Bank locations or to the golf outing on June 11th.

Please refer to [PWIGalena.org](http://PWIGalena.org) or direct questions to:  
Jackie Richardson  
[jrichardson@eagleridge.com](mailto:jrichardson@eagleridge.com)  
815-777-5041



# 3<sup>rd</sup> Annual PWI Golf Outing & Social

<p><b>WHEN:</b> Wednesday, June 11<sup>th</sup>, 2008</p> <p><b>WHERE:</b> East Course Eagle Ridge Resort &amp; Spa 444 Eagle Ridge Drive Galena, IL 61036</p> <p><i>Nine hole golf course- Par 34. The course has numerous elevated tees, tight landing areas and large, undulated greens. This course is for EVERYONE.</i></p> <p><b>TIME:</b> 11:00 am - Registration 11:30 am - Lunch &amp; Caddie Auction 1:00 pm – Shotgun Start</p> <p><b>FORMAT:</b> 4-person scramble <i>A scramble is a team competition where players play The best ball of a team member after every stroke Or drive.</i></p>	<p><b>COST:</b> \$47 Individual PWI Member \$50 Individual non-PWI member</p> <p>\$180 per 4 –person team</p> <p><b>COST INCLUDES:</b> Green fees (9 holes) &amp; cart Grill Buffet (serving at 11:30 am)</p> <p><b>OPTIONS:</b> Individual Reservations Only \$30 Golf only \$20 Grill Buffet Only</p>
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**SIGN UP EARLY. INVITE A FRIEND.**  
 Don't delay, sign up now! There are only 18 four - person teams available and the last two years were sold out! We welcome friends of PWI members to attend this fun event.  
**Never played golf before? No problem! This event is for everyone.**

Please return the bottom portion of this entry form along with payment by May 24<sup>th</sup>  
 Bring it to the May PWI meeting or mail to:

PWI Golf Event - PO Box 6363 - Galena IL 61036

Please make checks payable to: PWI Golf Event

**Need  
Rental  
Golf  
Clubs?  
\$10.00**

Players Name	Phone	E-Mail
_____	_____	_____
_____	_____	_____
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