



April 2008

Message from the President

Behind the Scenes of PWI

This time of year is very busy for the PWI Board of Directors. Our organization has so many great things going on in the spring, with Membership renewals, Annual meeting, election of officers, Woman of Influence Award, "Girls Just Wanna Have Fun and Free Stuff" Booth Event in April and the Local Celebrity Caddy Auction, and Golf Outing in June. We were joking about all that we have going on, as we finished our marathon 2-hour March board meeting. Let me take this chance to share some of what is happening with your very active organization:

We had some Board members that needed to reevaluate their time commitments and unfortunately have 3 members who are stepping down. We've been pleased to have Melissa Conley with us from the start of the organization as our Membership Director. She has been instrumental in helping us grow to over 100 members. Melissa is replaced by Sue Berning. We are excited to have Sue on the Board. She brings a wealth of experience in event planning and administration and is excited to share a lot of new ideas with our Board. We will also miss Betty Fields, who has been with us from the start of the organization, as well. Betty has served in our Secretary role and has been a valuable member of our group. We are pleased that Stephanie Heine is going to take on the Secretary role and will be a great asset to the Board. Tara Hollander has served in our "Past President" role, which is similar to a "Member at Large" position, where she has provided great input and has coordinated the Community Connection and helped put together the slate of candidates for the election. Betsy Eaton has stepped up to the plate to take on this role and we are looking forward to the wealth of experience that she brings to the Board. Thank you all for your service!

There are great things happening with the "Girls Just Wanna Have Fun and Free Stuff" Booth Event! Remember, this event is open to the public and definitely not gender-specific.

I encourage you to have a booth at the event for additional exposure for your business. Take this opportunity to interact with visitors at your booth. If you can make it a memorable experience you'll see rewards. Last year I loved how the Girl Scouts not only sold cookies, but made recipes for you to sample that were made with the cookies—how clever! Please join us on April 9th and tell your friends and family to stop in and check it out- it's FREE!



B'Ann Dittmar
PWI Co-President

The Local Celebrity Caddy Auction and Golf Outing is coming up on June 11th. If you are looking for a way to get involved with PWI, please contact Jackie Richardson to help with this great event. This is the event that raises funds for high school scholarships for young ladies that are going on to pursue college. Last year we raised \$3,000 with this event and will give out three \$1,000 scholarships this spring at our May luncheon. Even if you aren't a golfer, you can assist with coordinating the caddies and assisting with registration. If you are a golfer, make sure to sign up for this event and bring along your friends and co-workers!

As you can see there are many good things happening and we are glad you are a part of it. Please be sure to renew your membership, so you can take advantage of all of the social and networking opportunities that are available with PWI!



Professional Women's Initiative Board

Co-Presidents

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

Mary Sheahan
Wild Clover Day Spa
mary.sheahan@wildcloverdayspa.com

Secretary

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Treasurer

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Director of Community Connections

Betsy Eaton
Convention & Visitor's Bureau
director@galena.org

Hospitality Director

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

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 April 21 and will be posted for one month.

Open House - hosted by Rose Werner

When: April 15, 2008 from 6 to 9 p.m.

Place: Moonlight Reflections, in the Reception Hall, HWY 20 W.

Come and learn about the incredible opportunity that Arbonne has to offer as a home-based business. The products can improve your health, the opportunity can improve your life.

Bring a friend receive a free gift.

2008 Woman of Influence Award Winner Mary Sheahan



Mary is a former hospital executive who lost her position due to a corporate reorganization at a time where she had just lost her mother and 4 months later lost her father. She took these tragedies and decided to make them into something positive by moving forward to develop her dream. She has seen in

the healthcare industry what a toll stress, anxiety, and hectic living can take on people's well being and developed her dream of opening a spa focusing on wellness. This venture required a major risk, moving from a professional position to a self-employed status and she has flourished.

She has also created executive retreats focusing on women that cover the following areas: Advancing Leadership, Creative Problem Solving, Diversity and Harmony in the Workplace, Excelling at Customer Care, Effective Communication, Goal Setting and Time Management, Life Balance and Team Building. These executive and professional level retreats offer programming and personal enrichment services that help to rejuvenate the spirits' of leaders while restoring their commitments to serve their organization. Mary also is an executive/business leadership coach and works with managers, directors and top level leaders.

An active Galena Rotarian, and has given her personal time to go with fellow Rotarians to sing to the residents at the nursing home to cheer them up around the holidays. She has served on the fundraising committee for Tyler's Justice Center for Children's Building Campaign, and helped to organize a Gala event, she went further and decided on her own to donate the cost of the entertainment for the evening. She served on the Galena Territory Association's Board of Directors, and currently serves on the Midwest Medical Center Board of Directors as the vice chair.

It seems that everything she does is centered on helping women. She has opened up her spa and provided services as a fund-raiser for CHOICES and Riverview. Her business is truly a reflection of women supporting women. She comes from the hectic, professional environment and knows how the services her business provides can support women's mind, body and spirit to renew them to better able them to continue on with their work, by taking a break and taking care of themselves first.

(Continued on page 4)



Portrait of a Lady

By Nancy Peterson



Betsy Kaage

Where are you from?

I was raised in Madison, WI and went to college in Chicago where I lived for 13 years.

What did you do before working with graceEmae?

I have a Bachelor's Degree in Fine Arts – Set Design, for theater, I've had many jobs related to theater. I've worked with two well known textile designers and made a living doing decorative painting for bars, restaurants and residential interiors in New York and Chicago.

What brought you to your current position?

I wanted to stay home with my kids and work for myself doing something creative.

What has been the most interesting aspect of your work?

I feel strongly in Form follows Function, I want my artwork to be functional and beautiful, that is what lead me to our hand painted handbags.

What has been your biggest challenge?

My biggest challenge is finding the time to get the work done. My daughter will be in Kindergarten next year, giving me more time to focus on my work.

Tell me about your family.

My husband and I met working at a summer theater in Door County, WI. He has a career working with computers now and we have two children. Our son Payton is 7 and our daughter Katie Mae is 5. My parents bought a house in Galena the same year that we did, and my mother-in-law plans to follow soon.

Any pets?

We adopted our Golden Retriever, Andi a year and a half ago. She's been a great addition to our family.

Who are you inspired by?

My mom has inspired me to live a creative life. She is a nurse and her mom was a nurse...I knew from an early age that I could do whatever I wanted. Now she is inspiring my kids with creative projects.

What is your favorite book?

I hate to say that it's an Oprah book, but I read it years ago, *Pillars of the Earth* by Ken Follet.

What is your favorite movie?

Moonstruck

What is in your refrigerator?

Two kinds of milk, vanilla soy and cow's milk, lots of kid's stuff and goat cheese, which is a little luxury for me. It's amazing how many different varieties of mustard you can get, we must have 6 or 7 right now!

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

Ralph Waldo Emerson, his poetry and quotations have always inspired me, I've always wondered what inspired him.

What is your favorite vacation spot?

I have a special place in my heart for Door County...I fell in love there.

Your favorite pastime is....

Cross country skiing and hiking/walking.

What has been your largest personal challenge?

Creating a business from the ground up, it's a long slow process, while keeping the house kids and making sure my kids and my husband are happy and cared for.

What are you most proud of?

I have to say my children...they are amazing. I am proud of the variety of venues my work has taken me to...but most recently I'm most proud of building our website by myself.

Are you living your dream?

I am, every experience is an education and each item I produce is a stepping stone to something else. I hate to say no to a project because I could be saying no to a new contact or new opportunity that leads me somewhere exciting and interesting..

Election of New Board Members

PWI welcomes its newest Board Members, elected by the membership at our annual meeting last month. Unfortunately, we had some Board members that needed to reevaluate their time commitments and had to step down from the Board.

We've been pleased to have Melissa Conley with us from the start of the organization as our Membership Director. She has been instrumental in helping us grow to over 100 members. Melissa is replaced by Sue Berning. We are excited to have Sue on the Board. She brings a wealth of experience in event planning and administration and is excited to share a lot of new ideas with our Board.

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To learn more about our new Board Members, please look for their profiles in a future newsletter, and on the website, too!

We thank our past Board Members for their service!

2008 Woman of Influence (Continued from page 2)

She manages a large staff of women and has taken the effort to further develop skills in these women and has their respect and devotion.

Mary has the qualities that embody the spirit of the Woman of Influence award. An excellent writer, she writes many articles for publications, with a focus on leadership topics and finding balance. She is a collaborative, dynamic and thoughtful leader that gives a great deal to this community through her volunteerism and outstanding leadership, all while owning and operating a successful business as an entrepreneur. She is a role model for all women. There is not a more deserving nominee for this award!

Girls Just Wanna Have Fun... and Free Stuff!

Join the Professional Women's Initiative at the second annual Booth Event on April 9 from 4 - 7 p.m. at the Ramada Galena.

This event is more than just another business expo! Area businesses and organizations will showcase their products & services. Every booth has a door prize and our "Spin the Wheel of Free Stuff" provides many chances to win.

Light appetizers will be served along with music, a cash bar, and tarot card readings. Complimentary spa treatments will be provided by Indulge Day Spa and Wild Clover Day Spa.

This event is free and open to the public; all genders are welcome!

Questions? Contact Karin Strenski at (815) 281-1821 or strenski@yahoo.com.

See you there!

Mark Your Calendar

- April 9 - **Booth Event**
Evening event 4-7 pm
- May 14 - **Dressed for Success**
Robin Vaughn
- June 11 - **Golf Outing**
- July 9 - **Fundraising Tips**
Amy Breifelder
- August 13 - **Travel Tips**, Dave Lange
- September 10 - **Investment Tips for Women**,
Larry Eggers
- September 12 - **WLN Conference**
- October 8 - **Domestic Violence in the Workplace**
Stephanie Cocagne



Girls Just Wanna Have Fun... and Free Stuff!

PWI Second Annual Booth Event/Expo
April 9, 2008, 4-7 pm Ramada Galena

BOOTH REGISTRATION FORM & GUIDELINES

REGISTRATION DEADLINE IS MARCH 27th –Space in Limited!

Business/Organization Name & Address: _____

Contact Person: _____ Email: _____ Phone: _____

FEE INFORMATION:

- \$25 per booth/table - PWI members (contact person must be PWI member)
- \$40 per booth/table - non PWI member
- Banquet Table (8' X 2 _') with table cloth (skirting not provided, may bring own if desired)
of Tables/booths: _____ (maximum of 2 – will be placed together)
- Outlet (LIMITED number available, you must supply own extension cords)
- Other Needs/Requests: _____

Guidelines:

1. Booths must be open and in operation from 4 pm – 7 pm
 2. Exhibitors may sell items from booths.
 3. Booth numbers will be assigned through a random drawing. No switching of spaces.
 4. **All fees are due by March 21st to secure space.** No refunds and space is limited.
 5. Booths must be set up between 10 am – 3:30 pm on the 9th. All display items must be removed from the Ramada that evening. Please use the entrance on right side of the Ramada, doors opening to banquet room.
 6. Exhibitors may not affix anything to the walls, floor, or ceiling. The Ramada reserves the right to bill exhibitors for damage caused by participants failing to comply. No glitter, confetti, silly string etc. is permitted.
 7. Each exhibitor must provide a door prize, which will be displayed at their booth. Entries will be taken at each booth. Exhibitors will announce the winners at 7:00 pm. The winner need not be present to win.
- I would you like to contribute 15-20 small prizes or 1 large prize to the PWI Wheel of Free Stuff (circle one)

FAX APPLICATIONS to Carrie Melton 815.777.3682

SEND PAYMENT TO PWI, PO BOX 6363, Galena IL 61036

QUESTIONS? Contact Karin Strenski, 815.281.1821 or strenski@yahoo.com

FOR COMMITTEE USE ONLY:

Payment Received? _____ Booth Number Assigned: _____