

## NEXT MEETING: THURSDAY, AUGUST 18

**Baratta's** (control/click [here](#) to see map on p. 3)**Agenda**

5:30 - Social hour

6:00 - Dinner

6:45 - Business

7:00 - Program

**Menu on p. 3.**

Cash bar.

**Sign up by Monday, August 15 at**<http://mwniowa.org/calendar/>. Member fee: \$25\***Erin Barfels, Chief Human Resource Officer, ARAG®**

As Chief Human Resource Officer at ARAG, Erin Barfels has executive responsibility over all of the people strategies of the organization including workforce planning, compensation and benefits, organizational development and internal brand distinction to execute and deliver on business objectives. Erin brings nearly 15 years of experience in a variety of industries to drive cultural change and execution of organizational objectives.

At ARAG, Erin has effectively utilized her leadership role to inspire the culture, values, benefits and individual growth opportunities making ARAG an exceptional company, where individuals can enjoy a rewarding career while making a difference in the lives of ARAG's customers.

Erin's strong yet caring leadership style is instrumental in driving team member satisfaction. Her efforts to provide team members with world class benefits, community outreach support, individual growth plans and educational benefits has established ARAG as a "Best Places to Work in Insurance" Company two years in a row awarded by Business Insurance Magazine. This recognition is especially meaningful as it is based on employee feedback regarding satisfaction with the organization.

**Commitment to Community**

In addition to her involvement in both the local and national SHRM chapters, Erin is also actively involved in organizations focused on children and families in need. She is passionate about the Leukemia and Lymphoma Society and was named **2011 Woman of the Year with the Leukemia and Lymphoma Society (LLS) Iowa Chapter** for her contributions towards raising awareness and money to be used towards research and programming for patients and families dealing with blood cancers. She serves as a board member for Variety - The Children's Charity, and has served as a VIP fundraiser for their annual telethons since 2003. She and her family have also served as the March of Dimes Ambassador Family in 2003-2004 and on the Blank Children's Hospital Family Advisory Council. Her passion for service is evident not only within the organizations for which she works, but within the communities in which she and her family live.



## LETTER FROM THE PRESIDENT

**Hello all –**

Here we are in the middle of vacation time again! I'm heading out to Okoboji for the first week of August. I spent summers there as a kid so I couldn't resist buying a timeshare to get back there for a little bit of nostalgia each year. Work has been more hectic than usual, so a chance to decompress around my lake home is just what I need!

Our July meeting was great! Our speaker, Christina Moffatt was very inspiring AND she brought the best cupcakes I've ever eaten. What a beautiful person, inside and out! Famous Dave's did a great meal, and I think almost everyone took a box home.

Our August meeting will be at Baratta's – Lois O'Donnell is trying to put together directions for us to get there. They advertise that it's difficult to find, but with a little map (or gps) I've always found my way!

I want to thank Lois for taking on the newsletter task!! Let's all do what we can to help her with articles and input.

One of the women in my office has girls in 4H, and they were "showing sheep" at a county fair last week. The state fair is just around the corner and I'm trying to decide whether I'll go or not. I think it will depend on the heat – the older I get, the more heat and humidity get to me! It is some of the best people watching around, so I'll probably go – hope to see you there!

Since I'm getting ready to head out of town, I'll keep this month's letter short!

**Best regards,**

*Becky Patton-Quigley*

### **\*GUEST POLICY**

Invite and encourage your guests to join MWN today! Guests may attend two meetings in a 12-month period at the member rate of \$25. Any additional programs attended during that period will be \$35. Annual dues cover a period of 12 months from your sign-up/renewal date. Make new friends and build a strong professional network!

## How to get to Baratta's at 2320 South Union!

If you haven't been to Baratta's, or if it's been a while, you may want to review the map for directions. If you've seen their ads on TV, you know they enjoy the variety of routes people take to find them!

This month's menu choices are:

Top sirloin with sauteed veggies

Eggplant al forno w/ cheese, marinara sauce and pasta

Chicken amaggio rolled in bread crumbs, grilled, red peppers, mushrooms and pasta

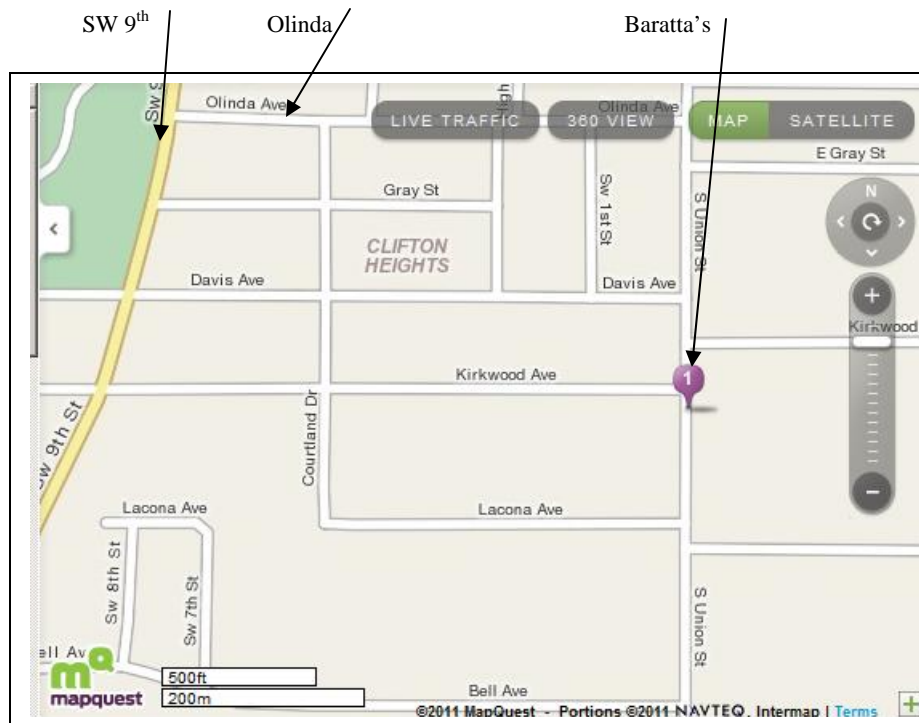
Broiled salmon with sauteed veggies

<http://mwniowa.org/calendar/>



All come with salad, bread, non-alcoholic drink and dessert. *See you at Baratta's on August 18<sup>th</sup>!*

Editor's note: I usually take SW 9<sup>th</sup> to Olinda Avenue and go east to South Union, then turn right. You could also take Davis Avenue or Kirkwood Avenue to get to South Union. The last time I went there (a couple months ago), the Hartford route (from the east, not shown in the map) was under construction.



## *Christina Moffatt says to watch for the signs*

Our July speaker, Christina Moffatt, offered some sweet advice at our July meeting, held at Famous Dave's in West Des Moines.

Sweet, as in cupcakes.

After growing up in Ankeny and getting a degree in Liberal Studies from Iowa State, Christina moved to Florida. After a short while, Iowa called her back. She returned and took a position with a successful architectural/design firm in Des Moines in Marketing and Project Management. Her job required long hours and had lots of pressure, just what folks in that field thrive on.

While she liked what she was doing, she started seeing "signs" of what was to come.

As she and her husband traveled on vacations to Colorado, Washington, and Oregon, as well as several other places, they started noticing stores selling cupcakes. She enjoyed cooking and baking, but never really made cakes, and they would buy some delicious goodies at the stores they stopped at. After a while, she realized the cupcakes made people smile. When returning to work, she thought, "I want to do something that makes people happy."

On occasion, she would make cupcakes for neighborhood or family get-togethers, and her friends started asking her to make cupcakes for a special event, like their child's birthday or special day at work. Someone recommended

she start selling the cupcakes at the East Village Bazaars in Des Moines, which she did and sold out within an hour. She would make a larger quantity for the next week, and they would sell out quickly, too. Eventually, she was taking her cupcakes to a few different storefront locations, and they were very popular.

Making cupcakes was making people happy, but Christina was still working full time (plus) at her "real job" and baking late at night to get the work done. In October after working many hours at both jobs Christina started to wonder and worry if she was doing what she was called to do.

Then, she started seeing real signs that inspired her to think seriously about baking cupcakes for a living. She saw inspiration at the oddest places – signs along the road, the sign at the storage unit complex across from North High School, and even the processional song at church ("Today is the Day") -- all urging her to move forward. She found reinforcement in her decision all around her. And, she credits God as giving her the spirit to continue. During that time, she was asked to make 1,000 cupcakes for the BRAVO fundraiser in Des Moines, and she realized she needed to make a decision.

So, she left her full-time job to open a commercial cupcake shop in downtown Des Moines – Crème Cupcakes. Since then, she has hired a professional staff and is selling

her product at several retail shops around town (Gateway Market, Village Bean, Maid-Rite) and is working on plans for an expanded dessert menu once she opens her retail shop in downtown Des Moines. Currently, she bakes out of All Play (615 3<sup>rd</sup> Street in Downtown Des Moines) and offers 28 different kinds of cupcakes.

Business is good for Christina, all because she was aware of the "signs" leading her to her new endeavor. She urges everyone to watch and listen to the inspiration around them. If it is meant to be, good fortune may be waiting for you around the next turn, and a sweet destination may be yours. You can contact her at her website [www.cremecupcake.com](http://www.cremecupcake.com) for more information or to place an order. You won't be disappointed!



*Connie and Becky listen to Christina's journey story*

## Annual Dues

Thank you to all members who have renewed their annual dues! If you have not renewed and your dues are set to expire soon, we'll send you a link to renew online - or you may pay cash/check at a meeting or by mail (no cash).

## 2011 Steering Committee

President/Past President: Becky Patton-Quigley  
 Vice President, Acting Secretary: Melissa Read  
 Treasurer: Diana Dubuisson  
 Secretary: Open  
 Programs: Sherri Johnson, Connie Blodgett  
 Newsletter: Lois O'Donnell  
 At-Large: Casey Polk, Janet Seeberger

### Events Calendar

**2011 meeting dates:** Aug. 18, Sept. 15, Oct. 20 and Dec. 1.

**Door prizes:** [Contact us](#) if you'd like to sponsor/donate a door prize for an upcoming meeting. Promote your business or other worthy cause!

### Networking table:

Don't forget your business cards/brochures to share with members and guests at our monthly meetings - we'll set up a table where everyone can place their information, highlighting one business with a brief speech before the scheduled program.

**2011 Charity of the Year:** MWN members voted to support **HCI Care Services** (Hospice of Central Iowa) in 2011. [Learn more about volunteer/giving opportunities today!](#)

For archived interviews, click on [mwniowa.org/doyouknow](http://mwniowa.org/doyouknow)



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