



Next meeting: Thursday, October 18

Sam and Gabe's

8631 Hickman Road
Des Moines
271-9200

Menu:

Grilled Salmon (with caper/dill sauce on the side) and asparagus OR

Chicken Asiago (sauteed with a light breading with white sauce) with asparagus OR

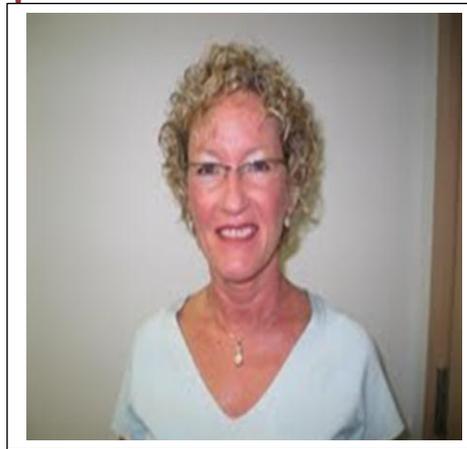
6 or Beef Filet with asparagus

All served w/rolls/bread, tossed salad, non alcoholic beverages, and dessert – Tiramisu.

To sign up for this meeting, contact <http://mwniowa.org/calendar/> before Oct. 15. Dinner fee is \$25. Guests with more than two visits per year are \$35.

Nov/Dec Meeting: There is no November meeting. Our annual **Holiday Gathering** will be at *Funky Zebras* at 76th & Douglas in Urbandale. Join us on **December 6** (first Thursday of Dec) for our annual holiday gathering. We will not have a speaker – but we will enjoy visiting with each other and have a delicious meal. We will also take up a optional collection for our annual donation, if interested. In addition, bring canned food or personal hygiene items (as well as diapers) for the Food Pantry, if you want. Start your holidays – and others'-- with a smile!

Our Woman of the Year –



**Claudia
Henning**

Claudia Henning is the Coordinator of the West Des Moines Youth Justice Initiative (YJI).

The Youth Justice Initiative (YJI) is a comprehensive approach to help youth offenders get their life back on track, create healthier relationships with their families, graduate from high school, and become productive and engaged community members.

Claudia says she LOVES her work. “It is an honor to join with others in the community to create and nurture a process that sees youth as responsible and connected citizens within a caring community circle that heals injustice, offers hope and creates peace.”

Claudia says her life as mother, mediator, nurse and educator helped prepare her for YJI. Her mentor, Howard Zehr, the Grandfather of Restorative Justice, influenced and shaped her understandings. Her friend and colleague, Scarlett Lunning Huey, partnered with Claudia and others to create a justice process that wholeheartedly believes in the beauty and resiliency of youth and families. Join us at the Oct. 18 meeting to hear about Claudia's successful efforts.



LETTER FROM THE PRESIDENT

OCTOBER 2012

“From the President’s Desk”

October 2012

I’m so disappointed I wasn’t able to make the September meeting. It sounds like Laura Hollingsworth was a fantastic speaker with lots of energy. Congratulations to Laura Utter for winning the \$50 gift card to Latin King for bringing the most guests and Roxanne Morrow for just being lucky and winning the \$25 gift card to Target.

Isn’t this Fall weather great! It seems as the weather begins to cool, everyone has their traditions and activities they enjoy doing. I can still remember raking the leaves, piling them as high as we could, climbing on top of our garage and jumping into them. Now that makes me hurt, just thinking about it. The leaves were really not that much of a cushion. Of course, we have the football season and for many men, hunting. This is the time of year; I like to experiment with canning and freezing. A couple of favorite things my husband and I like to do, is sit on our patio and enjoy the fresh, brisk air with very few bugs and driving around and looking at all the beautiful trees. I really believe traditions are important whether they are based around autumn or another event or time of year, every family has them. It is what keeps us connected and leads to great conversation at family gatherings.

Hoping to see several of you at our October meeting held @ Sam & Gabes with our Woman of the Year, Claudia Henning. Don’t miss out on the great food, speaker and networking!

Sharon Wolfe

2012 Officers:

President: Sharon Wolfe

Vice President: Janet Seeberger

Secretary: Becky Patton-Quigley

Treasurer: Diana Dubuisson

Programs: Connie Blodgett and Sherri Johnson

Newsletter: Lois O’Donnell

At large: Roxanne Morrow, Melissa Read

Let the busy fall season begin!

*Be sure to attend our **Woman of the Year** meeting on Oct. 18 at Sam and Gabe’s.*

We will decide our annual charity at our October meeting, so be there to vote!

*Also, remember our **Holiday Gathering** at Funky Zebras (7611 Douglas, Urbandale) on Dec. 6.
(No November meeting)*

We will also take up donations for our annual charity and non-perishables for the Food Pantry.

Visit our website: www.mwniowa.org

STEERING COMMITTEE MINUTES

OCTOBER 2012

MWN Steering Committee Meeting Minutes 10/04/12

The steering committee met October 4, 2012, at Palmer's Deli on Ingersoll.

Attending:

President Sharon Wolfe, Secretary/Past President Becky Patton-Quigley, Programs Connie Blodgett, Publicity Lois O'Donnell
At-large Melissa Read

Sharon Wolfe called the meeting to order at 5:30. The minutes from the September 6th meeting were approved.

Treasurer Report: No report was available.

Program committee report:

October is woman of the year (Claudia Henning - chair of youth justice initiative) and is at Sam and Gabe's.

November - no meeting.

December 6 is the holiday social meeting at Funky Zebra in Urbandale.

January is the membership meeting and the location to be determined. Looking for ideas for the January membership meeting.

Publicity Report:

MWN was the DM Register's meeting pick of the week in September. Lois O'Donnell is writing up the speaker's program recap to include in the newsletter for those who missed the meeting. Sharon suggested we start contacting local businesses and offer an incentive-like free advertising in our newsletter. Will set up ad hoc committee to prepare options prior to membership meeting. Sharon and Lois will help coordinate electronic meeting process.

Old Business:

Need member roster from treasurer so that we can start a marketing process as well and assure that our mailing lists are up to date.

New Business:

Reviewed suggestions from last meeting's attendees for steering committee nominations. Becky Patton-Quigley, Melissa Read, and Lois O'Donnell make up the nomination committee.

The call for charity of the year will be done at the next monthly meeting.

The next steering committee meeting will be at 5:30 pm on January 3rd at Palmer's Deli on Ingersoll.

The meeting adjourned at 6:45 pm.

Respectfully submitted by Becky Patton-Quigley.

Guest, Dues, and Attendee Policy

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. Membership annual dues (\$40 by check or pay pal) cover a period of 12 months from your sign-up/renewal date. Reservations made but not attended will be expected to pay the dinner fee.

To renew your membership, click here:
<http://mwniowa.org/membership/>

ABOUT THE MEMBERS

OCTOBER 2012

Do you know – Sharon Wolfe, our President?



Sharon Wolfe has been a member of Metro Women’s Network for over ten years and has served on the Steering Committee in several capacities, most recently as our current President. She was born in Milwaukee, WI. She lived there for 12 years and then moved to Raleigh, NC. She has been in Iowa for about 30 years and truly enjoys Midwest living and the people here.

Sharon has been married for 23 years, and she and her husband are the proud parents of three lovely daughters. Their eldest daughter just moved to Loveland, CO which is where Sharon and her husband will spend Thanksgiving this year. Their middle daughter works full time in Des Moines and serves in the Army Reserves. The youngest daughter is 16 and is on a competitive gymnastics team.

Sharon works for Newbury Management Company as a district manager. She oversees 17 properties in Des Moines and the surrounding area. She has been with the company for 10 years and says she is blessed to work for such a relaxed and caring group of people.

In her spare time Sharon keeps active by swimming, doing yoga and a TRX training program. Her family is active in their church. Sharon also just took a knitting class and loves to read when she does not fall asleep. She and her husband have season tickets to the Civic Center and really enjoy the excellent Broadway shows that have come to Des Moines. As a couple they enjoy any movie starring or directed by Clint Eastwood. They also enjoy the downtown Farmers Market on Saturdays. Sharon loves the SUN. She spends a week with her brother in North Carolina every year, and they spend the time at the beach soaking up the sunshine and relaxing in the ocean breezes.

She is most proud of raising her three beautiful daughters and keeping them on a positive life path.

Sharon has always enjoyed Metro because it is a great, fun night to share with a wonderful group of ladies. She enjoys the dinners, the speakers and sharing a good glass of wine. She appreciates the group of ladies that she has gotten to know through her time with Metro.

Metro Birthdays

Please wish these members a Happy Birthday:

- Patty Armstrong - October 1
- Teri White – October 3
- Kelly Pond- October 8
- Becky Patton- Quigley – October 9
- Janet Seeberger – October 14
- Terrie Kohl – October 26

A stylized logo featuring a woman's profile with wavy hair and a red lip. Below the logo, the text reads: "Hairstyling & Permanent Makeup", "Janet Seeberger" (in a cursive font), "8820 Swanson Blvd.", "Studio 115", "Clive, Ia 50325", and a red box containing the phone number "515-267-8437".

Hairstyling &
Permanent Makeup
Janet Seeberger
8820 Swanson Blvd.
Studio 115
Clive, Ia 50325
515-267-8437

Did you miss last month's meeting? Laura Hollingsworth



Laura with Janet

So, where does a person come from who wants to be president of a nationally renowned newspaper? Harvard Business School? Cambridge? How about Wisconsin! Laura Hollingsworth grew up in Wisconsin, went to college there, and eventually became the Des Moines Register's president and publisher. How did it happen? She started working at the Door County Advocate newspaper when she was 14. Her mother managed the advertising department and needed help from her daughter as an advertising clerk. She also started working on ads, and in 1983 she was selling advertising to local business people.

While attending college, she happened to go to a bar with a friend around Halloween. A couple came in dressed as two "old people" with masks that made them look really old. They began talking, and she said she was studying marketing and communications and wanted to work for a large company like Gannett when she graduated. Well, he announced he was "vice president of Gannett" and she should call him the next week. She thought he was kidding and responded she was the "president." Little did she realize he was serious!

The following week, he actually called her and offered her a job as advertising specialist for the Green Bay Gazette after she graduated. When she turned 23, she became supervisor over six men who had been with the paper for years. She convinced them she had some new good ideas in marketing, and they excelled. That was when she realized she wanted to become president of a good newspaper before the age of 40; she was dedicated to this idea. Because of that good experience in Green Bay, she was transferred to Olympia, Washington to turn around their market share there. Another good experience. As a promotion, she was transferred to Rockford, Illinois, to improve their market also. She proved to be very good at this, and made the goals within 14 months, not the 24 months they had expected.

Afterwards, Gannett offered her to attend the Kellogg School at Northwestern to study media training, as the newspaper landscape was beginning to change. She gained knowledge in Internet and online media publication. Then, 9/11 happened. No one expected the changes to newspaper "news" during the time after this terrible time. People couldn't get their hands on the news fast enough. They were worried and wanted to know what was going on throughout the world. But, a recession started because Americans were not spending money on products because of the worry. Thus, advertising slowed substantially in the newspapers. Difficult times ensued.

In 2002, Laura was transferred to Des Moines to be vice president of advertising. With her guidance, they made strides, and in 2005 she was promoted to general manager. Her goal was to start developing the digital strategy the newspaper would need to compete in the new age. In 2007, she was promoted to president and publisher, the position she had aspired to since the age of 23. This was right before the elections, and she had lots of prominent candidates calling her and visiting her office in Des Moines, a really powerful position in the community. Then, in 2008, the recession and economic downturn occurred. Once again, newspapers all over the country had to start thinking differently about how to publish the news. It was time to become digital.

Today, Laura wears many hats – a type of CEO, CFO, CMO, community leader, human resource retention manager – whatever the job requires. She and her top-notch team have plans. They have studied all strategic angles and know that online media is essential in this world. They are turning the DM Register into a cutting edge multi-media company that offers all the online, social media, high speed news processes available. And, they are also keeping "print" for those who prefer that method. They are flexible and are watching the numbers at all times to be sure they are doing what they need to do. They are taking responsibility for their own futures and the future of the newspaper. They are doing it right. She says, "I love the work of Jim Collins. He writes about what you can control and what you can't. He says people need to accept responsibility for their goals. Everyone should read his books to get a better understanding of where they are headed and be able to achieve their goals." She closed by giving us five goals to consider:

1. Do the right and smartest thing of being surrounded by the best people – those who help us be the best we can be.
2. Nail your vision and be sure everyone in your company knows it and follows it.
3. Be prepared for the worst case scenario and have solutions.
4. Inspire your people and don't sugar coat information. Give people confidence with knowledge.
5. Know that change will not only occur, but will accelerate. Information is not slowing down, it's faster than ever. In a few years, we will think back to these days and realize we were just in the beginning stages.

Stay tuned. Laura Hollingsworth isn't done yet. She's fired up about the future of the news industry.

MEMBER AD-VANTAGES

OCTOBER 2012

Members: Submit your ad or announcement to admin@mwniowa.org by the first Thursday of each month.



firstCHOICE
coffee services

Doing our part to be green.

Connie Blodgett, Account Development Specialist

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Country Club Market presents October classes:

The below classes are demonstration unless otherwise noted, and will begin promptly at 6 p.m. until 8:30 p.m.

Please plan to arrive with time to be seated and ready to begin, 5:50 is fine.

Cost varies per class and is required in advance to secure your reservation, which includes a full meal, instruction and recipes with a beverage and an amuse-bouche.
Lots of fun and entertainment too!

Fall Vegetarian Tuesday, October 16, 2012 6pm \$50

Registration Deadline Saturday, Oct. 13th

Savory Quinoa Stuffed Sweet Bell Peppers

Crisp Dressed Greens with Pear Liqueur Vin and Sprinkled with Toasted Almonds and Maytag Bleu

Warm Apple Strudel with Bourbon Carmel

Tastefully Italian Thursday, October 25, 2012 6pm \$50

Registration Deadline Monday, Oct. 22nd

Chicken Saltimbocca with Prosciutto & Artichokes

Italian Lemon Cake with Rosemary and Golden Raisins

Fall into Fall Tuesday, October 30, 2012 6pm \$50

Registration Deadline Saturday, Oct. 27th

Roasted Apple & Butternut squash Bisque

Asiago and Artichoke Stuffed Chicken Breasts

Maple Walnut Bread Pudding with Brandy Butter

Contact:

Chef Terrie Kohl, Owner / Instructor

Country Club Market

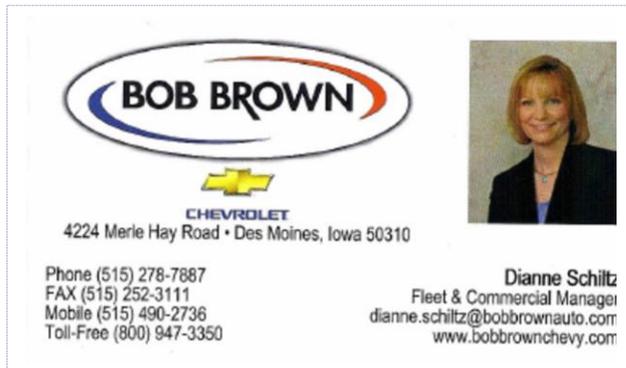
2624 NW 157th St.

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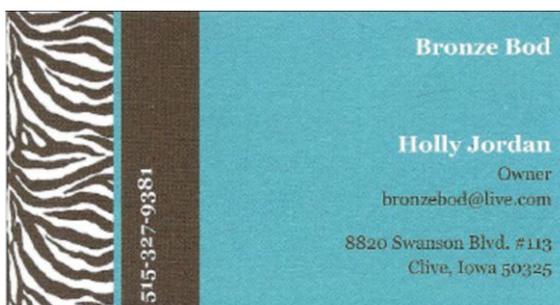


Patty Armstrong
Independent Representative

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Remember to use our members' services whenever you can. Hope to see you at the next meeting! Enjoy a delightful evening with friends and food.