



Metro Women's Network

Des Moines, Iowa

February 2019

Next Meeting: Thursday, February 21

Fire Creek

800 S. 50th St., 110
WDM 224-0500



Entrees:

Asiago chicken with cheddar mashed potatoes
OR

6 oz beef filet with cheddar mashed potatoes
OR

Tilapia with wild rice
OR

Vegetable pasta

All served with tossed salads (ranch, house, champagne vinegar), bread/rolls, non-alcoholic beverages, and dessert.

Dessert: Turtle sundaes

Fire Creek will also supply a gift certificate for our drawing!!

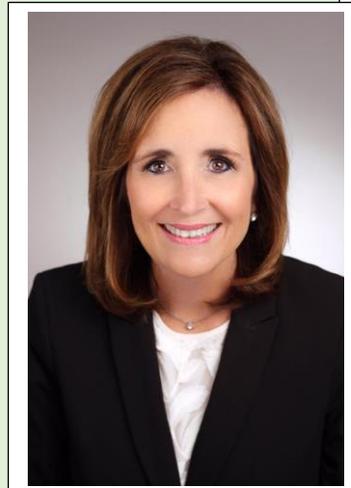
RSVP before Monday noon, 2/18, at www.mwniowa.org/calendar. Dinner fee is \$30. Guests are \$35.

Eileen Wixed: How to overcome crises and manage problems!

Eileen Wixed is a nationally recognized strategic communications and crisis management veteran with core competencies in the financial services, nuclear energy, agribusiness, and health care industries. She has prepped executives for interviews with national and international news outlets, including TODAY, MSNBC, Squawk Box, Good Morning America, The Wall Street Journal, Forbes and many others.

Eileen is the principal of Wixed & Company, the author of Media Guide to Radiological Issues and was named the 2016 Women Business owner of the Year (see page 3). She is a native of Brooklyn, New York and the mother of four children.

Come and hear how Eileen will help all of us with our goals and success!





Metro Women's Network

SOME PRESIDENT PONDERINGS

What if I said, "It's the end of Metro Women's Network!"

Now that I have your attention

It would be a crisis to have the MWN end. We face so many crises in life. We have health scare crises and financial crises. In my opinion, our country is going through a political crisis with all the divisiveness. Some of the crises are of our own imagination, but others are real. Some are of our own making, or we could have avoided them if we had taken precautionary measures. Eileen Wixted will be our speaker this month and is owner of Wixted & Co. Her company helps clients avoid crises with communication training and crisis management. I know this knowledge could be used in personal lives also. I look forward to hearing to what I can do besides prayer. (On that note, I sometimes think God hears our prayers and says, "I heard ya! I heard ya! I'm working on it! I'm working on it!" Just my opinion.)

Join us at Fire Creek Grill in West Des Moines on Thursday 2/21/19 at 5:30 pm. We'll have yummy food, chat with good friends and learn how to handle crises in our lives.

Note: Metro Women's Network is NOT ending...because we keep communicating! We'll see you on February 21.

Joyce Whipps, President, MWN

P.S. Next month we'll be at Nick's Bar & Grill in West Des Moines on March 21, 2019, and hear from Dr. Andrew Nish on the health risks of sugar. I think I may skip dessert that time. HAH! Yeah, right!

Meeting Schedule 2019:
(Thursdays)

February 21

March 21

April 18

May 16

June 20

July 18

August: No Meeting

September 19

October 17

Nov/Dec: December 5

Mark your calendars now!

Check out our Facebook page at
<https://www.facebook.com/MWNIowa/>.

Check out our website at
www.mwniowa.org

Think spring!



Metro Women's Network



2016 Woman Business Owner of the Year: Eileen Wixted *

Eileen Wixted tells her staff to make friends wherever they go, whether they are at the McDonald's drive-thru or navigating the security check at an airport. "It will enrich your life because a rich, rewarding life is one in which you build strong relationships," Wixted said. "It is not a transactional world. People are interested in you."

Just be careful what you say and do. "Everything communicates a message, and you are in control of the message," Wixted said. "The way you treat people is so important and will begin building a path for future success. Kindness is a strength."

Business representatives need to feel empathy for their clients, Wixted said, and she considers that one of her strengths. "You have to have empathy for people. Communication today is about building that conversation."

Her clients know she is invested in their ability to succeed. "Eileen is a strong-willed, passionate, effective communicator," Iowa Board of Regents President and businessman Bruce Rastetter wrote in a nomination letter. "... When I use the word passionate to describe Eileen, it is a deliberate description."

Wrote Michelle Book, CEO of Food Bank of Iowa and another nominator: "Eileen doesn't coddle and she doesn't sugarcoat. When I hear 'no pain, no gain' I think of two people: my high school long-distance track coach and Eileen Wixted."

Wixted has had to help clients communicate during massive layoffs and even a plant closing around the holidays. "This work is about your reputation, even after a bad event," Wixted said. Instead of people associating her with tough times, they thank her for sage advice.

It's about that empathy. Maybe some of that comes from her days at WHO-TV, which ended when she got fired by a guy who later was shown the door himself.

When Wixted lost her job, she "had a 24-hour cry, and then it was time to make calls." She freelanced for Meredith Corp., KIOA radio and an ad agency. "I thought, 'Nothing is beneath me. I have to get a paycheck.'"

She returned to WHO-TV, but her heart wasn't in it. She then decided to co-found a marketing agency with a friend and colleague. She eventually went out on her own, and has assembled a staff that includes several former TV station employees from around town.

It's quite an accomplishment for someone who considers herself "the only kid at grade school who read the newspaper" and recalls "coming into the business when women were just the weather girls."

"This is a noble profession," Wixted said. "You can change the world around you."

*from the Des Moines Business Record, July 29, 2016



Metro Women's Network

More Interesting Stuff

Memberships can be completed at <http://www.jotform.us/form/91801357671> or in person at our meeting!

Guest, Dues, and Attendee Policy Guests may attend for \$35. Membership annual dues (\$40 by check or PayPal) cover the year of 2019 (January thru December). New members joining after January will pay a prorated amount for the rest of the year. Reservations made but not attended will be expected to pay the dinner fee.

NOTICE: MWN will meet in **July** this year. We will NOT meet in August since many people like to attend the State Fair and are busy with family events. Mark your calendar now so you won't be surprised this summer.



Hairstyling &
Permanent Makeup

Janet Seeberger

8820 Swanson Blvd.
Studio 115
Clive, Ia 50325

515-267-8437

The officers for 2019:

President: Joyce Whipps

Vice President:

Secretary: Chris Duncan

Treasurer: Barb Hawbaker

At large: Anna Bradley, Janet Seeberger

Also, serving on the Programs committee are Connie Blodgett and Sherri Johnson. Lois O'Donnell will remain on newsletter/publicity.

If anyone is interested in serving as Vice President for 2019, please tell one of the officers or steering committee. The position is vacant because Maureen has moved to Kansas City. Thanks!

Why be a member of Metro Women's Network?

Lots of reasons!

We support each other through social and individual connections and information.

We support local people with our annual charity and Woman of the Year.

We support local restaurants and shops by meeting at different locations.

Be a member and feel the support!



Metro Women's Network

MWN Steering Committee Minutes

Steering Committee Meeting Minutes

- I. Call to Order (online meeting): By Joyce Whipps, Feb 7, 2019
- II. Attendance: Joyce Whipps, Barb Hawbaker, Chris Duncan, Connie Blodgett, Sherri Johnson, Lois O'Donnell
- III. Treasurer's Report: Balance in our account - \$611. 91
- IV. Programs for 2019:

February: Eileen Wixted – Overcoming Crisis - Fire Creek
March: Dr. Andrew Nish – Health risks of Sugar - Nick's Bar & Grill
April: Karman Hotchkiss w/Meredith – Decorating trends at Noah's Ark
May: Abbey Barrow – Boys & Girls Club of Iowa (location TBD)
June: Dr. Teri Wahlig – ChildServe (location TBD)
July: TBD
August: No Meeting
September: Sam Bernabe (or staff member) – Iowa Cubs at the Cub's Restaurant
October: TBD - Annual Membership Meeting
November: No Meeting
December: Social TBD (No Speaker), Social
January 2020 - Woman of the Year TBD

- V. New Business

Membership. Discussion is needed about how we can build membership. We need to do more to inspire people to attend and join the group. In other words, we all need to get more engaged in promoting our group and meetings. A couple ideas would be to offer a free membership in 2020 for the member who brings the most guests throughout 2019 or offer a free drink to those who bring guests. These would need to be voted on. We could survey the members and find out what meetings they liked or didn't. And we need to email thank you's to the speaker and to the guests with an invite to join. Everyone is asked for ideas and to be involved.

- VI. Old Business - Our new website is still in progress but should be ready in the near future.
- VII. Next steering meeting Thursday, March 7, 2019

Minutes taken by Chris Duncan, Secretary



Metro Women's Network

Member Ad-vantage

Barb Osier Breeser
Digital Mobile Marketing Strategist

515.850.1162
 515.371.7552

BarbOsier
 BarbB@atsMobile.com
 @BarbOsier

Text BARB to 84444



Scan to Connect



Have your card here next month.
 Give it to Lois O at the next meeting!

Baschke Health & Financial Services, Inc.

Deb Baschke, CLU, ChFC



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Here's another spot for your card!
 Be sure to give it to Lois at the next meeting!



Jenifer L. Mercer-Klimowski, JD, CPCU[®], AIC
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