

# F.E.W. Newsletter

OCTOBER 2009



Carol Howe-  
Veenstra  
2009 President  
of FEW

## President's Message

There's a chill in the air as we welcome fall. The leaves are changing colors and we are busy with yard projects, packing up our summer shorts and bringing out the warm jackets. I love the fresh air of fall and the colors surrounding us, warm and cozy. The last of the garden flowers are blooming and the maple trees are lit up with new brightness. Enjoy a view through the trees!



Last month we were treated to an inspiring message from Jolene Brown as she challenged us to "Stand Out! Step Up! Lead! With moments of reflective silence combined with great laughter, she told us stories and shared personal insights from her life. The time just flew by and I left the Holiday Inn with renewed energy!

What will I remember?

- "When you are selling something, remember that they need to buy YOU before they buy FROM you."
- "I have no problems, only issues."
- "You must know your strengths or the world will tell you your weaknesses."
- "To enjoy your journey, surround yourself with those that do."
- Who is on YOUR Board of Trustees? Find them and let them inspire and support you!"

These and many other great messages will stay with me for a long time. Thanks, Jolene!

Our new FEW website is just wonderful – be sure to check it out and enjoy using it. The format and information has been updated and much improved. Thanks to our Communications Board members April Jacques and Brenda Schermerhorn; their dedication to this project has been amazing.

We are now in our 10th month of our "Definite Dozen" from Pat Summitt. Developing your competitiveness and giving yourself and others "permission" to be competitive is important, especially for women. Sometimes our "act like a lady" and "Minnesota nice" messages limit the development of this all important skill. When it is time to compete, do so. Stay focused and go after your goal!

### #10 Be a Competitor

- **Competition isn't social, it separates the achievers from the average.**
- **You can't always be the most talented person in the room. But you can be the most competitive.**
- **Influence your opponent; by being competitive, you can affect how your adversary performs.**
- **There is nothing wrong with having competitive instincts. They are survival instincts.**

## Meeting Information

Please join us for our FEW meeting on held on **Wednesday, October 14th, 2009** from **11:30 - 1:30 pm** at the **Holiday Inn**. The Forum of Executive Women (FEW) is pleased to welcome:

### Owning a Moment: Dynamism to Step Up Your Game

It's one thing to stand up before your team and talk. It's something else to go the distance and inspire them with commanding presence. Most of us, especially when it's important, are flat and dull when we present. There's something in us that holds us back from our passion and confidence when we really need it. We need more but we give less. This presentation is a visibility pill to counter that instinct to hide, showing you how to "do a 180" on hesitation, find your voice, and authentically amp up dynamism to own the moment that counts.

Dean Hyers is a feature film director and founder of SagePresence, a consortium of filmmakers who came together to offer their expertise in message and performance to business professionals and organizations. Since 2001, they have delivered presentations, workshops and individual coaching sessions to help their clients generate confident and influential "stage presence" to win their audiences over, everywhere from the networking floor to the presenter's stage, from the sales pitch to the corporate rally.

## Wrapping up for 2009!

November 11	Radisson	FEW Annual Business Mtg. Speed Networking
December 9	St. Cloud Country Club	FEW Holiday Party 2009

## Guests

FEW welcomes guests and prospective new members to attend our meetings for a fee of \$20. Please email April Mastey at [amastey@stifel.com](mailto:amastey@stifel.com) or call at 320-253-1300 if you intend on bring a guest.

**OR...NOW AVAILABLE - ONLINE REGISTRATION!** Please have your guest visit [www.fewstcloud.org](http://www.fewstcloud.org) for meeting information and to register for the next meeting online. Payment available through PayPal or at the door.





## Looking Ahead in 2010!

It's that time of year again! Time to look forward to the Programs for 2010 and also time to renew your membership for 2010!\* Next year looks to be another year of tremendous educational programs for you to enjoy.

Jan 13	Holiday Inn	Mimi Bitzan - The City's New Cultural Plan: Creating a place where people are drawn to live
Feb 10	Holiday Inn	Marian Bender – The Non Profit Choice: How to Make it Work for You
Mar 10	Holiday Inn	Sandy Hansen – Working on You to be the Best Leader You Can Be
Apr 14	Holiday Inn	King Banian – Economic Update
May 12	Holiday Inn	School Superintendents
Jun 9	Holiday Inn	Maretta Johannes - Beyond Botox and Breast Implants
Jul 14	Holiday Inn	Women Venture
Aug 11	Holiday Inn	Bruce Miles Big River Consulting - Developing the Best 2 <sup>nd</sup>
Sep 8	Holiday Inn	Chris Freytag – Fitness and Health
Oct 13	Radisson	Central Minnesota Gang Task Force
Nov 10	Holiday Inn	Business Meeting and Networking
Dec 8	Holiday Inn	Holiday Social

\*More information will be coming soon on how to renew your membership for 2010, so watch your emails and the website!

## We Are On Facebook!

FEW is now has a site on Facebook! FEW is on Facebook! [Visit our page](http://www.facebook.com/pages/Forum-of-Executive-Women/67147842136) (<http://www.facebook.com/pages/Forum-of-Executive-Women/67147842136>) and become a fan today for up-to-the minute events and information about FEW. Just another great way to network with those in the community and other members of FEW.



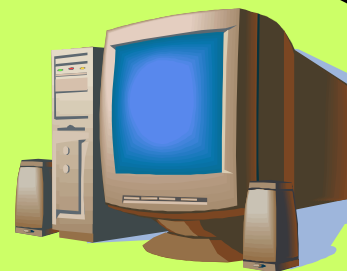
## Vegetarian Meals

Vegetarian Meals are available upon request. If you are interested in a Vegetarian meal at the meeting, please contact April Mastey at [amastey@stifel.com](mailto:amastey@stifel.com) or call at 320-253-1300

## Website Updates!

We are thrilled to announce the roll-out of our new website! While the website address will remain the same, [www.fewstcloud.org](http://www.fewstcloud.org), some of the new features of the website include:

- Simple navigation
- Calendar of events
- Ability for guests to register online for each program
- Easy new member registration (*and online renewals coming soon*)
- News and announcement page
- Featured FEW members each month
- FAQ's
- Members Only Page
- Membership photos and more!



To enjoy the benefits of the “Members Only” page, as an existing member, you must create a new profile on the FEW site. *Your login information from the old site did not carry over to the new site.* To create a new profile, simply:

- Go to [www.fewstcloud.org](http://www.fewstcloud.org) and click “Join FEW” in the upper right corner
- Scroll down and click “Join Now”
- Fill out the membership information and add a photo if you'd like
- Hit “Register”

Once you register, you must be approved as a member to access the Members Only page. Once we approve your membership, you will receive an email notification that states you can login to the site. To login, just enter your username and password (that you created) at the top/right of the site and click “Go”.

We understand that there are few items on the website that still need work, and we want you to know that we are working on it and are aware of these items so please be patient should you run into some of these “glitches”. If you have any questions, please contact April Jacques at [april@inhproperties.com](mailto:april@inhproperties.com) or Brenda Schermerhorn at [brenda@agency128.com](mailto:brenda@agency128.com).

## Get to Know Us!

Each month we will feature a member of FEW! The member was chosen at one of our meetings and given a questionnaire to fill out which we show below. For the month of October we would like to feature **Shannon Adamski!**

Name: **Shannon Adamski**

FEW Member since: **Spring of 2003**

Business: **St. Cloud Housing and Redevelopment Authority - 320-252-0880**

What FEW subgroups are you involved in? **I met with the photography group a few times. I would love to join the book club but it doesn't work with my busy morning schedule!**

Hometown: **I grew up in St. Augusta, right outside of St. Cloud.**

Family: **I have 2 daughters, 5 1/2 and 8, my husband Jason of 9 years and our 9 year old Husky, Payton.**

How do you help others succeed: **I help homebuyers (usually first timers) realize the dream of home ownership with financial assistance, education and the help of local lenders, real estate agents and other non-profit organizations. At the HRA, we create programs and apply for funds to provide people with safe, affordable housing.**

Is your desk/office messy or organized? **Very ORGANIZED! I cannot think at a messy desk.**

Are you a task-oriented person or a people-oriented person? **A little of both but I would say I lean on the more people-oriented side.**

Last book read? **The Pillars of the Earth by Ken Follett. I love it and would highly suggest it!**

Last vacation spot? **Naples, Florida in 2006. I think I'm due!**

Biggest indulgence? **The occasional massage**

What do you do for fun? **I love to scrapbook or hang out and visit with family & friends.**

What do you think you'll be doing in 5 years? **I hope to still be working in an area where I can help people. Perhaps creating more affordable senior housing.**

What one word would friends say best describes you? **Genuine**

What green (energy savings) tip can you share? **Unplug all home appliances when not in use - especially cell phone battery chargers.**

When you were a kid, what did you want to be when you grew up? **An author.**

I recommend and why? **If you ever get a chance to see the Cirque Du Soleil, whichever show it is - GO! The music is incredible and the show is jaw dropping.**

What is your favorite clean joke? **Why is 6 afraid of 7? Because 7 "8" 9, so childish but so clever.**

What would FEW members be surprised to learn about you? **I used to service cars for Budget Rent-a-car.**

What is your personal or business philosophy? **Always be honest with yourself and others.**





## Announcements and News!

### **CELEBRATING 30 YEARS OF COURAGEOUS WOMEN**

Anna Marie's Alliance has entered their 30th year of service to victims of domestic abuse in central Minnesota. Over 11,831 women and children have resided at Anna Marie's since 1979. It takes a lot of courage and strength to seek out assistance when a woman finds herself in an abusive relationship. We are fortunate to have this resource—let's celebrate and help them continue for another 30 years.

Hostesses: Lori Lewandowski and Julie Leapaldt

Date/Time: November 6, 2009, 4:00 pm - 8:00 pm

Where: Home of Lori Lewandowski at 835 Halliday Road, St. Cloud

Please RSVP by October 30th, 2009, We will be serving wine and hors d'oeuvres

A \$30 contribution for Anna Marie's is requested

### **SPIRIT GIRLS NIGHT OUT**

Simply glamorous! Rich dark chocolate, purple boas, luxurious massages, cherished friends. Women, take action for your health by joining us for Spirit Girls' Night Out from 5:30-8:30 p.m. Monday, Oct. 19, at CentraCare Health Plaza!

This enchanted evening includes a personal consultation with a bra-fitting expert, health education speakers, screenings, including breast cancer risk assessment, and booths. Free gift bags to all participants and a chance to win a \$100 cash giveaway.

Cost is \$10, and space is limited. To register, visit [www.centracare.com](http://www.centracare.com) or for more information, call (320) 229-5139. Sponsored by St. Cloud Hospital Breast Center and Women & Children's Center.

### **COAT DRIVE FOR YOUTH**

Cindy Lanoue-Sauer and Kim Thyen Nies with Schluchter Investment Advisors are sponsoring a Coat Drive for Youth in the St. Cloud and surrounding area. They are looking donations of winter apparel including coats/snowpants/boots/accessories for children of all ages in need. They will be providing a donation box at the FEW meeting on October 14th. Please bring your items for donation or call Cindy at (320)203-6543 or Kim at (320)203-6555 for various drop off locations or more information.

### **WINTER WEAR DRIVE HOSTED BY RASMUSSEN COLLEGE**

Monday, October 12 - Friday, October 23

We are collecting...

- New or Gently Used
- Infant, Child, and Adult
- Hats, Boots, Gloves/Mittens, Coats, Snow Pants
- Also Collecting: Board Games, Cards, Colors, Markers (Things to do inside when it is cold outside.)

Drop off by Main Entry at Rasmussen College and all items will be donated to the Boys and Girls Club and Anna Marie's Alliance

**FEW Members** - Please check out the website for important FEW information that will be voted on at the November FEW meeting. Go to <http://www.fewstcloud.org/events.php?id=7> to view:

- November Meeting Agenda
- Current 2009 Bylaws
- Bylaw Amendments for 2010
- 2010 FEW Budget
- Proposed nominees for the 2010 FEW Board

## Welcome New FEW Members!

We are pleased to welcome the following new members for the month of October:

- Jill Walker with the Brian Klinefelter Foundation
- Janet Steinkamp with St. Cloud Technical College

In addition, we welcome the following students who were chosen for the Academic Membership through FEW!

Congratulations to:

- Lyn Zeppelin
- Briana Wentland
- Rebecca Lustfield
- Natasha Ashfeld
- Elizabeth Ann Miller

We are thrilled to have you as part of our organization!

*"It pays to be obvious,  
especially if you have a reputation for subtlety."*

*-- Isaac Asimov*