

F.E.W. Newsletter

SEPTEMBER 2009



**Carol Howe-
Veenstra**
2009 President
of FEW

President's Message - Back to School!

I remember it so clearly – waiting with my kindergarten son on that first day of school, watching for the bus to come and pick him up. Working hard to keep my emotions in check. This would be a big change in his life. And mine. Would my child be OK? What if...

Yes, it's **BACK TO SCHOOL!** Many of us have the opportunity to again welcome the school year with the departure of a young child to grade school or maybe an "adult" off to college. My son is now 22 and at grad school – how fast this time has gone. He somehow survived and so did I!

It is the time of year that starts a new season. Whether it be school or a business adventure, here's wishing you all "**A**"s as you begin the fall!

Our 9th message from Pat Summit's book and her "Definite Dozen System for Succeeding at Whatever You Do" is about winning and attitude. And isn't going back to school about being ready to learn and instilling in yourself a great attitude? I love the challenge to make this a choice. We often give control of our emotions and attitudes away. Time to learn new skills and take charge of our lives.

Here's a review...

- #1 Respect Yourself and Others
- #2 Take Full Responsibility
- #3 Develop and Demonstrate Loyalty
- #4 Learn to Be a Great Communicator
- #5 Discipline Yourself So No One Else Has To
- #6 Make Hard Work your Passion
- #7 Don't Just Work Hard, Work Smart
- #8 Put the Team before Yourself

#9 Make Winning an Attitude

- **Combine practice with belief.**
- **Attitude is a choice. Maintain a positive outlook.**
- **No one ever got anywhere by being negative.**
- **Confidence is what happens when you've done the hard work that entitles you to succeed.**

Here's to the attitude of success – just the right formula for our September speaker Jolene Brown on Leadership. I am ready to be part of the advance and achieve group. How about you? *See you there!*

Meeting Information

Please join us for our EXTENDED FEW meeting on held on **Wednesday, September 9th, 2009** from **11:30 - 1:30 pm** at the **Holiday Inn**. The Forum of Executive Women (FEW) is pleased to welcome a unique and fresh perspective on leadership and professional development not otherwise available. Jolene Brown's dynamic session, entitled "Stand Up! Step-Out! LEAD!" will use humor, hope and helpful ideas to inspire session participants to celebrate the human and sometimes humorous side of their work. From thought to action, from ideas to influence – Jolene will help St. Cloud area business professionals utilize their strengths and better work with others to get things done. This fun-filled, eye-opening session explores the critical difference between those who sustain and those who advance and achieve. Session participants will take a practical look at the behaviors and "commercials" of successful leaders and will increase confidence as they learn the value of intentional self-presentation, positioning and partnering. Participants can expect lots of interaction, real life examples, and a whole lot of fun, as they practice the skills necessary to "Stand Up! Step Out! Lead!"

Jolene Brown has been speaking professionally for 20 years, presenting across North America and beyond. Her audiences have included all business sectors, customer appreciation events, chamber celebrations, agriculture and more. Her specialties include Leadership, Family Business, Humor, Celebration and Women's Programs. Jolene has made numerous guest appearances for television and radio and her work has been featured in major publications. She is a recipient of the highest earned designation of professional speaking achievement from the National Speakers Association.

Upcoming Programs for 2009!

October 14	Holiday Inn	Team Script-The Art of Getting (and Staying) on the Same Page- Pete Machalek
November 11	Radisson	FEW Annual Business Mtg. Speed Networking
December 9	St. Cloud Country Club	FEW Holiday Party 2009

2010 program announcements coming soon...

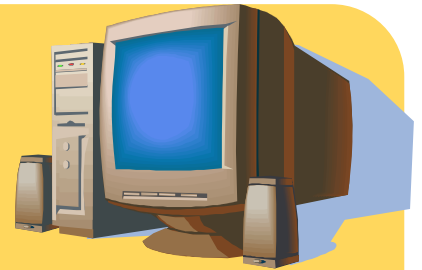
Guests

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

Website Updates!

We are thrilled to announce the roll-out of our new website this week! While the website address will remain the same, 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
- News and announcement page
- Featured FEW members each month
- FAQ's
- Membership directory
- Membership photos



Because of the previous issues with membership information, we were unable to transfer existing membership profile information to the new website. Therefore, we are requesting that each member go on the new website and fill out a new registration and profile information. We will let you know when you can update your profile as we will be sending out a "FEW" emails on the steps needed for this, so watch for our updates! If you have any questions, please contact April Jacques at april@inhproperties.com or Brenda Schermerhorn at brenda@agency128.com.

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 or call at 320-253-1300

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 March we would like to feature **Kathleen Bernick!**

Name: **Kathleen Bernick**

FEW Member since: **Founding Mother of FEW**

Business: **Recently retired from compensated employment, currently volunteering for United Way**

What FEW subgroups are you involved in? **A book group that has been in existence for over 20 years. Over the years, I have served on the Board in several positions: By-laws, Membership, Treasurer, VP Programs, President, at-large. I have also served on by-laws, membership and program committees. Now I take a back seat because I firmly believe that an organization should evolve with the needs of its members, which changes as the membership changes. I especially like to see the younger members getting involved at this level since they are the ones who will guarantee that FEW can continue to thrive.**

Hometown: **Although I grew up in North Central Iowa, I have lived in the St. Cloud Area for over 40 years.**

Family: **Spouse: Mark, with Bernick's Companies. We have 3 sons between us, ranging in age from 23-33. Oldest is single and attends graduate school fro Industrial Archaeology in Houghton, MI. Middle is single also and works in sales in St. Cloud. Youngest is a student at St. cloud State and engaged to be married in a couple of years.**

How do you help others succeed: **I have always tried to encourage staff who work with me to expand their horizons, even if that means leaving the company to return to school or pursue other opportunities. One of my goals when helping to found FEW was to help other women succeed by providing a support network of other women in the community, as well as educational opportunities through programming.**

Is your desk/office messy or organized? **Generally organized. A friend once told me that a messy desk is a sign of an organized mind, while a neat desk is a sign of a messy mind. I choose to interpret that as referring to a mind that is working on many things at the same time and therefore needs to limit the number of external distractions.**

Are you a task-oriented person or a people-oriented person? **Task-oriented. I like being able to define a beginning, process and end. Having an end I sight is a great motivator for me.**

Katheen Bernick's information is continued on the next page...

Get to Know Us, continued...



Kathleen Bernick's information continued...

Last book read? **Just finished reading *The Art of Racing in the Rain*, by Garth Stein. A philosophical dog tells the story of his family. An important message from this book is "That which you manifest is before you." In other words, if you keep your vision in mind, and make deliberate decisions which allow you to remain in contralto, you will succeed.**

Last vacation spot? **We took a Mediterranean cruise this spring and also spent some extra time in Barcelona, Spain and Rome, Italy**

Biggest indulgence? **Bubble bath in a soaking tub with a glass of wine and good book at hand.**

What do you do for fun? **Travel, read, work math and logic puzzles, converse with spouse and friends.**

What do you think you'll be doing in 5 years? **Volunteer work, more travel, continuing education**

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

What green (energy savings) tip can you share? **Drive a hybrid vehicle and slow down.**

When you were a kid, what did you want to be when you grew up? **Nurse (Never even considered becoming a doctor at that time)**

I recommend and why? **It's too hard to narrow it down: There are tow by the same author: Jared Diamond: *Guns, Germs and Steel: The Fates of Human Society*, and *Collapse: How Societies Choose to Fail or Succeed...* The first discusses the reason behind how some societies have been able to succeed at the same time other cannot. The second discusses the reason behind why some have failed and other have succeeded.**

What is your favorite clean joke? **Although I love to hear them, I can never remember them to tell again.**

What would FEW members be surprised to learn about you? **I'm an introvert**

What is your personal or business philosophy? **Family, friends, community. I am responsible to them all in some way or another. What can I do in my life to enrich each of these?**



Announcements and News!

Thank you from one member of FEW to another. KUDOS to Susan Saetre for great customer service. I am writing to share a miracle, which also happened to be the most terrifying experience of my life. A few weeks ago, I was on my way to a family reunion in SE MN, when a huge school bus began moving into my lane without any advance warning. The bus caught my bumper sent me into a tailspin across both lanes of I94 near Rogers, MN. Thankfully no one was seriously injured, although I am dealing with some post-trauma and my car was almost totaled. The evening after the accident Susan Saetre made a special trip to her Stillpointe Natural Health office to see me and make the necessary adjustments to begin my healing process. She also came in on Saturday, her day off to see me again.

Linda Hutchinson
CFO, Corporate Fun Organizer
Hutchinson Associates, ha!

A **HUGE** thank-you to **Rengel Printing** in St. Cloud for donating their print services for our September Meeting Flyers and invitations! We fully appreciate your continued support and generosity towards the Forum of Executive Women. Thank you very much!!

“FEW members and a guest are invited to attend the College of Saint Benedict’s volleyball tournament “The Holiday Inn-vitational on Sept. 18th – 19th. Games are played in Claire Lynch Hall Friday at 5 and 7 pm; Saturday at 2:30 and 4:30 pm. Just identify yourself on the membership list at the ticket counter. For more information, visit www.csbbazers.com. Come watch some talented women play volleyball and cheer on the Blazers!

Questions? contact Carol Howe-Veenstra, Director of Athletics -
choweveenstr@csbsju.edu

FEW Members - please watch your email this month for:

- Current Bylaws to be reviewed by you, 30 days prior to the November FEW meeting
- Current FEW budget for approval prior to the November meeting
- Instructions on setting up your profile on the new FEW website
- Meeting reminder for October’s FEW meeting

Welcome New FEW Members!

We are pleased to welcome the following new members for the month of September!

- Jodi Elness with St. Cloud Technical College
- Jacqueline Bauer with St. Cloud Technical College
- Mara Jahnke with J.F. Kruse Jewelers
- Kristie Revering with Kern, Dewenter, Viere, LTD (KDV)
- Joan Schatz with Park Industries
- Rebecca Kurowski with Diecese of St. Cloud

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

The difference between perseverance and obstinacy is that one often comes from a strong will, and the other from a strong won't.

- Henry Ward Beecher