

President's Message

By Lori Lewandowski, Wells Fargo

April Showers Bring May Flowers! I think with the winter we've had we should just hope for no more snow and of course sun to melt the piles of snow we do have. Maybe by June we'll have flowers.



Lori Lewandowski
2011 Forum of
Executive Women
President

On March 21 the board held our annual retreat. I was so inspired to be sitting with a group of such knowledgeable female leaders. The board's extra project this year is to hold a series of focus groups designed to learn more about our past and present members and what made them join FEW or in the case of past members what made them not renew their membership. We have decided to divide the present members down into 3 groups – new, existing, and founding members. The board is dedicated to making this organization what you want it to be and this is the first step in that process. Please stay tuned for more information on what we learn from these focus groups.

A woman who has been an inspiration to me is Sandra Day O'Connor. In 1981 she was appointed by President Ronald Reagan as the first female U.S. Supreme Court Justice. She was born on a ranch in 1930 with no electricity, running water or modern conveniences. She has said that this hard work helped shape her character. She graduated from Stanford Law School third in her class. In addition to her professional successes she was a wife and mother of three sons. She retired from the court in 2006. A working mother and Supreme Court Justice – if she can do it, so can we!!

See you at the April meeting when we will all have the opportunity to learn more about Linked In and using it as a networking tool. This is the second part of the two part series which began in March. Please join us in April even if you were not able to attend the March meeting.

Exciting Meetings Ahead

April 13: Part 2: Business & Facebook Strategies: Most Effective Social Media Tools being Used in Business



We have officially entered an age where 1950's social networking has combined with the tools of the 21st Century! Now more than ever, the playing field for business professionals has been leveled and with the power of Attraction Marketing, business of all sizes can play! By attending this workshop, you will walk out with:

- An overview of “Strategic Networking” and how to create a Strategic Networking Plan
- A Better Understanding of Attraction Marketing & Why It Is So Wonderful!
- Tips on How to Network With LinkedIn
- Action Items to Implement Immediately!

Please join us as Tara Tollefson, President of the Buzz Company and Director of Client Experience at Plaza Park Bank and Pamela Muldoon, President of Next Stage Business present this exciting topic. No worries if you missed last month! The program starts at 11:30 a.m. at the Holiday Inn in St. Cloud and includes lunch. There is no fee for members and guests pay just \$20. All are welcome, so please invite your friends and colleagues.

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| <i>April 13</i> | Tara Tollefson – Social Media Part 2 (can attend 2 if you miss 1!) |
| <i>May 11</i> | Audrey Thomas, Organized Audrey – “Do’s and Don’ts of Gas in the Office” About Workplace Etiquette |
| <i>June 8</i> | Penny Beattie – “Spirit of Women” & Update on Women’s and Children’s Clinic Building Project |
| <i>July 13</i> | Hot Topic of the Month |
| <i>August 10</i> | Kate Hopper, Author – Motherhood, Memoir Writing and Tips for Getting Published |
| <i>September 14</i> | Cyrus International – Human Trafficking: “They’re Bringing Terror, We’re Bringing Hope” |
| <i>October 12</i> | MaryBeth Overland – Enneagram Inventory and Tapping Your Potential as a Leader |
| <i>November 9</i> | Business Meeting |
| <i>December 14</i> | Holiday Social |

Focus on FEW

Here's a WONDERFUL opportunity to leave your thumbprint on our organization for many years to come.

FEW wants to be **THE** organization of choice for women professionals in the St. Cloud Area. And even more importantly, we want **YOU** to be receiving the very most out of your membership possible. We're on a mission to find out what you appreciate about FEW today and what your ideas and wishes are for our organization for the future.

FEW will be hosting a series of FOCUS GROUPS for members and past members in the month of May. WE WANT YOU!

New Members - *FEW member 12 months or less*

Wed., May 18th

8:30 – 9:30 a.m.

Bursch Travel Meeting Room

General Members – *FEW member longer than 12 months*

Thurs., May 19th

8:30 – 9:30 a.m.

Bursch Travel Meeting Room

Seasoned Members – *FEW member longer than 10 years*

Thursday, May 26th

11:30 a.m. - 12:30 p.m.

Bursch Travel Meeting Room

We won't be asking for much of your time. About an hour. But in exchange for an hour of your time, we'll buy you breakfast or lunch (depending on which focus group)! Plus, you'll get 3 free guest passes so you can share the spirit of FEW with friends and/or colleagues (who are always potential members!) at future FEW meetings.

If you are willing and able to give just a hour of your time to improve the impact of FEW, please register for one of the focus groups. There will be sign-up slips on the tables at the April 13 FEW meeting or just contact Brenda Schermerhorn, VP Special Projects, 320.656.4186 or brenda@agency128.com to sign up or for more information.

The opportunity is only open to a limited number of people, so respond right away!

We are excited to share the results with you later this fall.



Upcoming Events



April 13: Health Care Reform Update, the Latest from Washington, D.C.

The April 13 Breakfast with the B.E.S.T. program features Dave Borgert from CentraCare, who will present Health Care Reform Update: The Latest from Washington, D.C. Get up to speed on the very latest in health care reform efforts and of the potential impact on our local businesses. This session is relevant for all businesspeople. Breakfast with the B.E.S.T. (Building Excellence through Strategic Thinking) is a monthly training series by choice business leaders and is sponsored by Workforce U. All are welcome April 13, 7:00 – 8:30 a.m. at the Minnesota WorkForce Center, St. Cloud Technical College, 1542 Northway Drive, Door 2, St. Cloud. Attendees are asked to park in Parking Lot B. The cost is \$25/per session.

Register by calling Rosie Beager at 320.308.5701 or e-mailing admissions@workforceu.com.



April 21: Fireside with FEW

The April Fireside with FEW will be Thursday, April 21. Join us at the Red Carpet Martini Lounge any time from 4:30 to 7:30 and enjoy your favorite beverages and appetizers in the company of some wonderful women. This is a fun and relaxed atmosphere for getting to know our fabulous FEW members.



May 19: Human Resources Seminar

Speakers Teresa Thompson and Annette Scotti from RJF Agencies will present a two hour session on the "Health Care Reform". Tina Syring-Petrocchi from Barnes and Thornburg will present on the "Top Ten Labor and Employment Issues that Make Your Pulse Race". The event will be at Boy Scouts Center in Sartell. Cost is \$60 for CMSHRM members or \$75 for non-CMSHRM Members. \$10 discount given if registered by April 21st. Registration begins at 8:00 a.m. Presentation from 8:30 a.m. - 12:00 p.m. Register at <http://cmshrm.shrm.org>.



May 21: Arthritis Walk

The Arthritis Walk is going to be on Saturday, May 21st. Please join FEW member, Sandra Cordie's Team Laila and walk for her granddaughter who has Juvenile Arthritis. Team Laila & walk with us! It will be at the same location as in years past—around the CentraCare Plaza—hopefully with warmer and less windy weather! [Click here to visit the website for information on how to join our team.](#) [http://](http://stcloud2011.kintera.org)

stcloud2011.kintera.org

FEW Announcements

Board minutes are on website

The monthly board meeting minutes are on our the home page of the Member's Section of the FEW website. You are invited to read up on what's happening with this great organization. To see the minutes from the most recent board meeting, visit www.fewstcloud.org.

Make the most of your membership: get involved!

The Marketing Committee is being assembled to help FEW plan & implement strategic and proactive marketing efforts to retain existing members and build membership overall, as well as add value to the experience of our existing members. The team will be working together initially to pull together some broad based membership research and will then develop a 1-3 year marketing plan for FEW to be implemented beginning in 2011. The team will meet as needed to achieve the objectives set forth by the committee (we will develop these objectives together).

The Social Media Coordinator position is being developed and is envisioned as the person who keeps FEW's social media updated and relevant. This is not a board position, so it would be a great chance to be involved without a large time commitment.

Interested volunteers can contact Brenda Schermerhorn at 320.656.4186 or brenda@agency128.com or Rebecca Kurowski at (320) 251-0558 or RKurowski@gw.stcdio.org.

Mission Statement

The Forum of Executive Women is a non-profit organization that promotes growth and connection among professional women.

